

**MERITER**

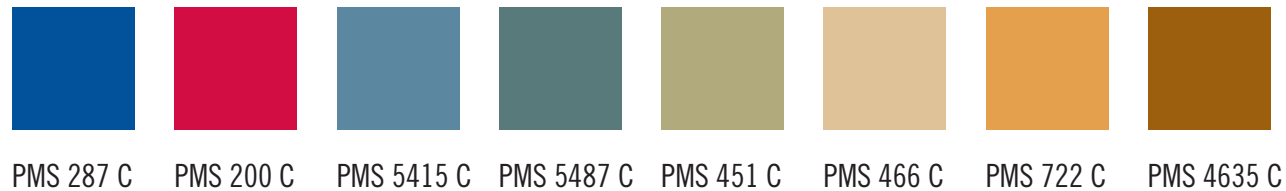
**Comprehensive Exterior Signage Plan**  
**October 9, 2009**



## Meriter Hospital Comprehensive Exterior Signage Plan

This comprehensive signage plan addresses the exterior signage needs of the current and future Meriter campus. The objective of the design team is to update the current campus signage as well as set the design guidelines for future developments at all Meriter facilities. The designs should integrate and relate to the existing physical conditions while utilizing updated signage fabrication technology. Campus wayfinding should be clear and represented at all major points of travel into and around the campus. Current and future buildings will be identified by individual signs with colors corresponding to interior wayfinding programs to be defined in future development plans. Elements of brick, metal, mosaic tile, and internally illuminated signage will be used throughout. Inclusion of mosaic tile in the monument and wayfinding signage represents Meriter's ties to the community and their vicinity to the historic Greenbush neighborhood.

### Color Palette for Signage



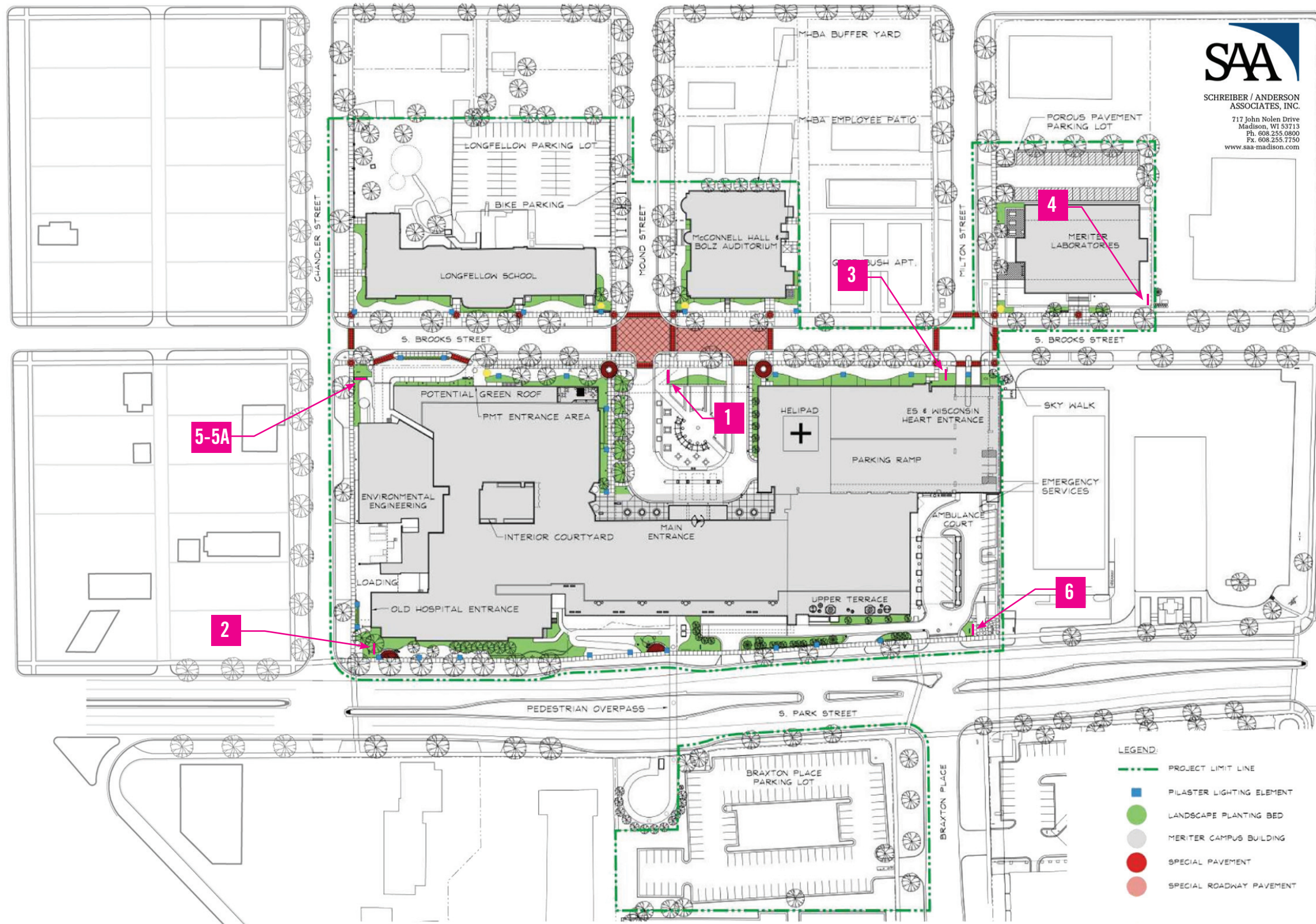
### Font for Signage

**Univers Black**  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 10**

## Table of Contents

<b>02</b>	Summary & Table of Contents	<b>21</b>	ER/Ambulance Court Signage Additions - Location Plan
<b>03</b>	Ground/ Wayfinding Signage - Current Campus	<b>22</b>	ER Canopy Signage - Design Concept
<b>04</b>	Ground/ Wayfinding Signage - Future Campus	<b>23</b>	ER Patient Parking Signage - Design Concept
<b>05</b>	Ground Sign - Horseshoe Entry - Design Concept	<b>24</b>	ER Vehicle Entry Directionals
<b>06</b>	Ground Sign - Horseshoe Entry - Site Plan	<b>25</b>	ER Overhead Directionals - Interior of Parking Deck
<b>07</b>	Ground Sign - Park & Chandler - Design Concept	<b>26</b>	Wall Signage (On Building) - Location Plan
<b>08</b>	Ground Sign - Park & Chandler - Site Plan	<b>27</b>	Meriter Main Building Park Street Facade - Design Concept
<b>09</b>	Ground Sign - Brooks & Milton - Design Concept	<b>28</b>	Meriter Main Entrance Canopy- Design Concept
<b>10</b>	Ground Sign - Brooks & Milton - Site Plan	<b>29</b>	Banner Sign Location Plan Current & Future Campus
<b>11</b>	Ground Sign - Brooks at Meriter Labs - Design Concept	<b>30</b>	Banner Signs
<b>12</b>	Ground Sign - Brooks at Meriter Labs - Site Plan	<b>31</b>	Donor Naming Signage - Location Plan
<b>13</b>	Ground Sign - Brooks & Chandler - 6' Design Concept	<b>32</b>	Donor Naming On-Building Patient Tower - Option 1
<b>14</b>	Ground Sign - Brooks & Chandler - 6' Site Plan	<b>33</b>	Donor Naming On-Building Patient Tower - Option 1A
<b>15</b>	Ground Sign - Brooks & Chandler - 9' Design Concept	<b>34</b>	Donor Naming Columns - Patient Care Tower Entrance
<b>16</b>	Ground Sign - Brooks & Chandler - 9' Site Plan	<b>35</b>	Donor Naming On-Building Signage - North Wing Area
<b>17</b>	Ground Sign - Park & Emergency - Design Concept	<b>36</b>	Donor Naming On-Building Signage - Emergency Room Area
<b>18</b>	Ground Sign - Park & Emergency - Site Plan	<b>37</b>	Donor Naming Columns - Emergency Room Entrance
<b>19</b>	Building Identification Signage Location Plan - Current Future Campus		
<b>20</b>	Building Identification Signage - Design Concept		





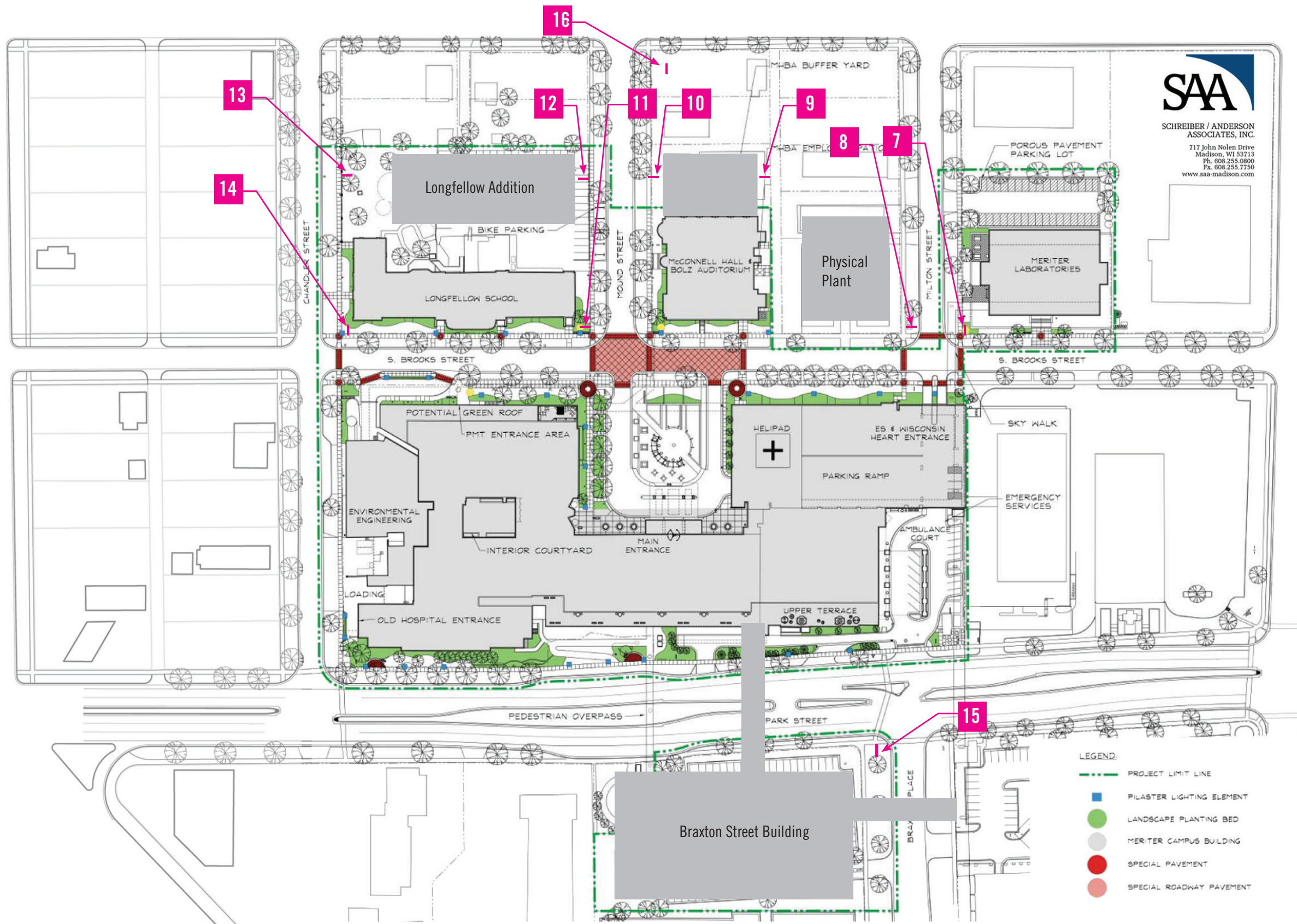
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**Exterior Wayfinding & Monument Signage Location Plan  
 Current Campus**

- 1** **Ground Sign - Horseshoe Entry**  
 Monument/Wayfinding Sign - Type 1  
 16'-0" L x 10'-6" H x 2'-0" D overall  
 72 sq ft (36 sq ft per side) signable area
- 2** **Ground Sign - Park & Chandler**  
 Monument/Wayfinding Sign - Type 2  
 9'-0" L x 12'-0" H x 2'-0" D overall  
 72 sq ft (36 sq ft per side) signable area
- 3** **Ground Sign - Brooks & Milton**  
 Monument/Wayfinding Sign - Type 3  
 7'-6" L x 12'-0" H x 2'-0" D overall  
 72 sq ft (36 sq ft per side) signable area
- 4** **Ground Sign - Brooks at Meriter Laboratories**  
 Monument/Wayfinding Sign - Type 2  
 9'-0" L x 12'-0" H x 2'-0" D overall  
 72 sq ft (36 sq ft per side) signable area
- 5-5A** **Ground Sign - Brooks & Chandler**  
 Wayfinding Sign - Type 4  
 6'-0" L x 6'-0" H x 2'-0" D overall  
 32 sq ft (16 sq ft per side) signable area
- 6** **Ground Sign - Park & Emergency Entry**  
 Wayfinding Sign - Type 2  
 9'-0" L x 12'-0" H x 1'-0" D overall  
 72 sq ft (36 sq ft per side) signable area

**LEGEND:**  
 - - - PROJECT LIMIT LINE  
 ■ PILASTER LIGHTING ELEMENT  
 ● LANDSCAPE PLANTING BED  
 ■ MERITER CAMPUS BUILDING  
 ● SPECIAL PAVEMENT  
 ● SPECIAL ROADWAY PAVEMENT





**Exterior Wayfinding & Monument Signage Location Plan  
Future Campus**

- 7** **Ground Sign - Brooks & Milton (NW)**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 8** **Ground Sign - Brooks & Milton (SW)**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 9** **Ground Sign - St. James Court**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 10** **Ground Sign - Mound at McConnell Bldg**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 11** **Ground Sign - Mound & Brooks (SW)**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 12** **Ground Sign - Mound at Longfellow Bldg**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 13** **Ground Sign - Chandler at Longfellow Bldg**  
Monument/Wayfinding Sign - Type 2  
9'-0" L x 12'-0" H x 2'-0" D overall  
72 sq ft (36 sq ft per side) signable area
- 14** **Ground Sign - Brooks & Chandler (NW)**  
Wayfinding Sign - Type 4  
6'-0" L x 6'-0" H x 2'-0" D overall  
32 sq ft (16 sq ft per side) signable area
- 15** **Ground Sign - Park & Braxton**  
Monument/Wayfinding Sign - Type 2  
16'-0" L x 12'-0" H x 2'-0" D overall  
72 sq ft (36 sq ft per side) signable area
- 16** **Ground Sign - Mound & Mills**  
Wayfinding Sign - Type 3  
7'-6" L x 9'-0" H x 2'-0" D overall  
42 sq ft (21 sq ft per side) signable area



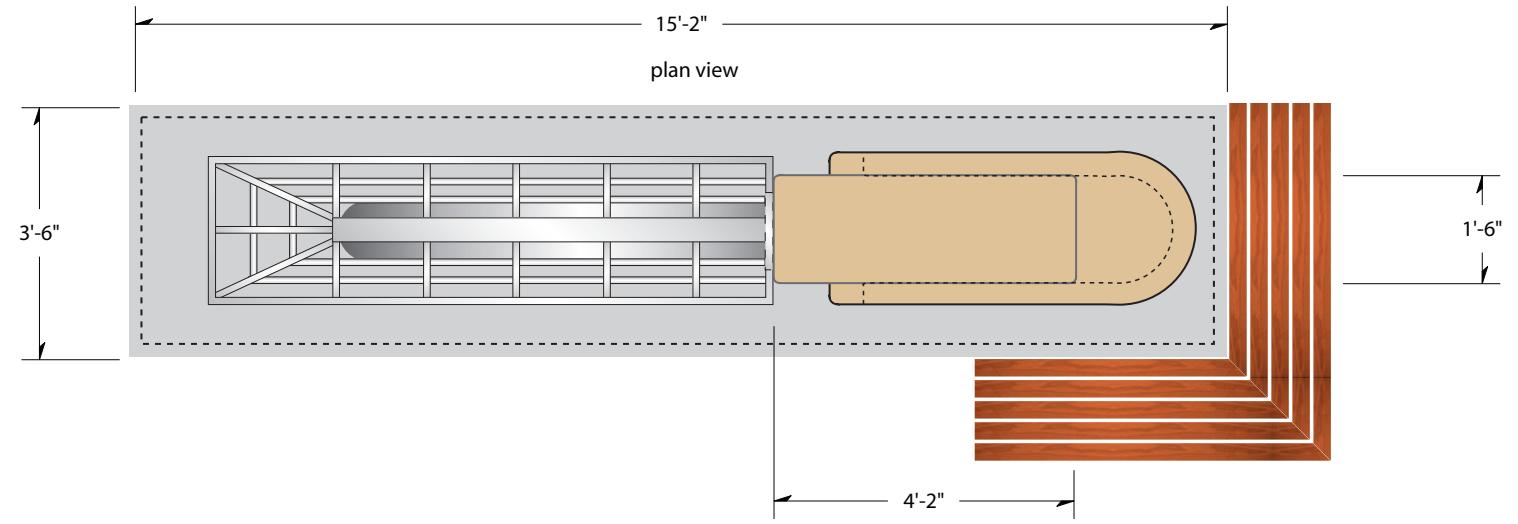
**1** Ground Sign  
Horseshoe Entry

Monument/Wayfinding Sign - Type 1

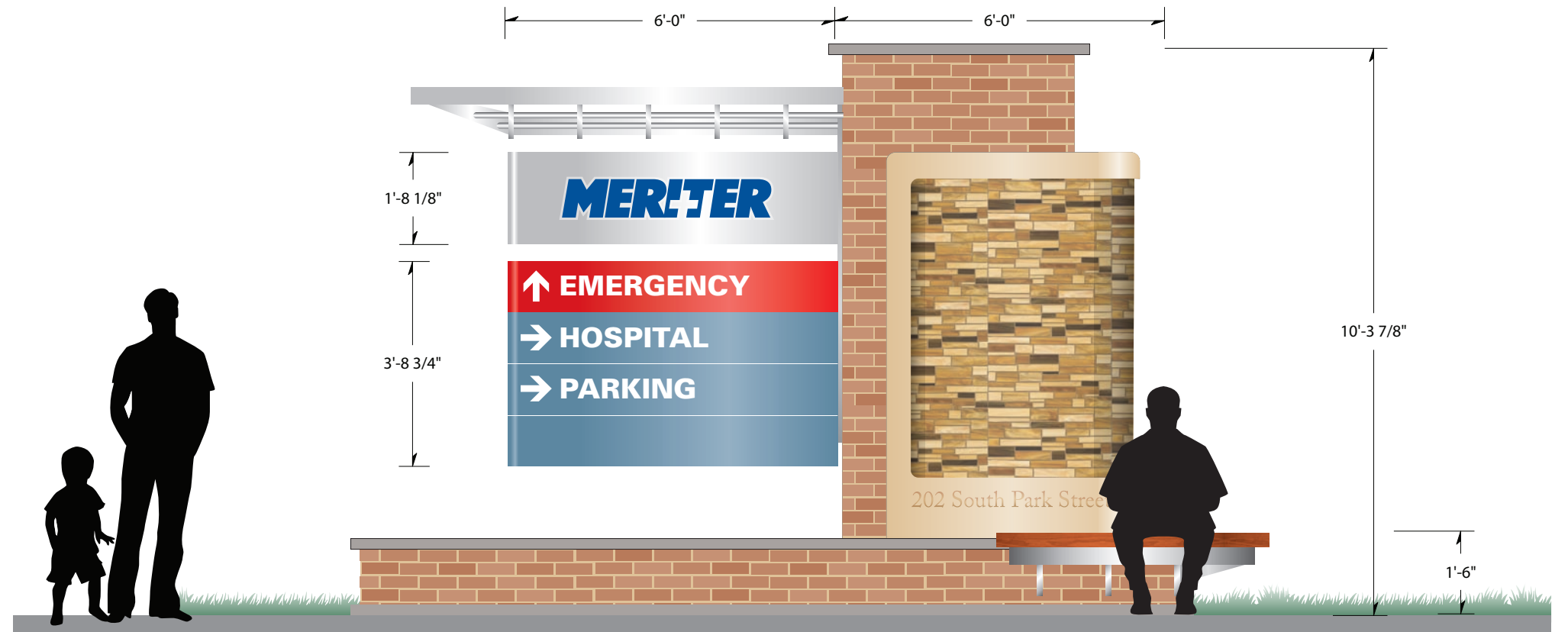
Signable Area: 2 sided signable area  
72 sq ft (36 sq ft per side)

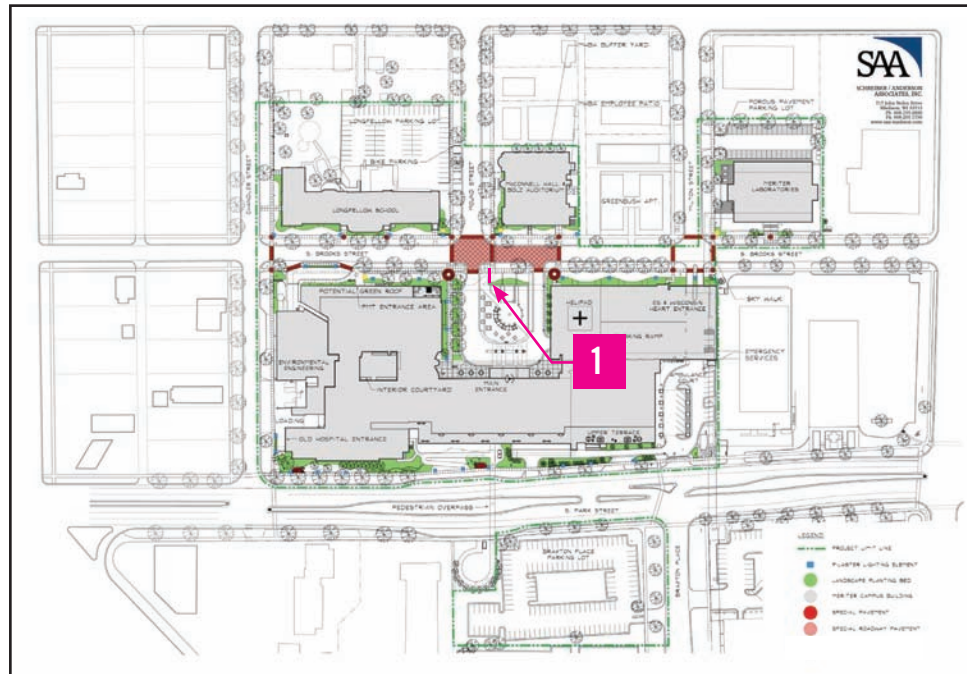
Materials/ Sign Elements:

- brick base to match existing building and landscaping
- concrete wall with mosaic tile area on both sides
- internally illuminated signage cabinet - push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support wall
- aluminum awning feature similar to architectural accent of main hospital building



proposed site condition

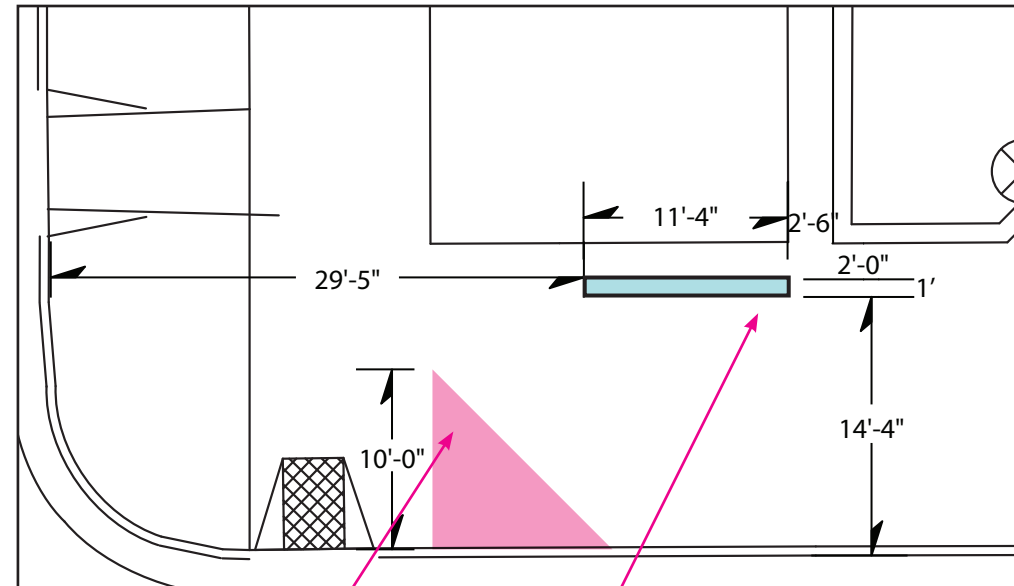




campus reference map

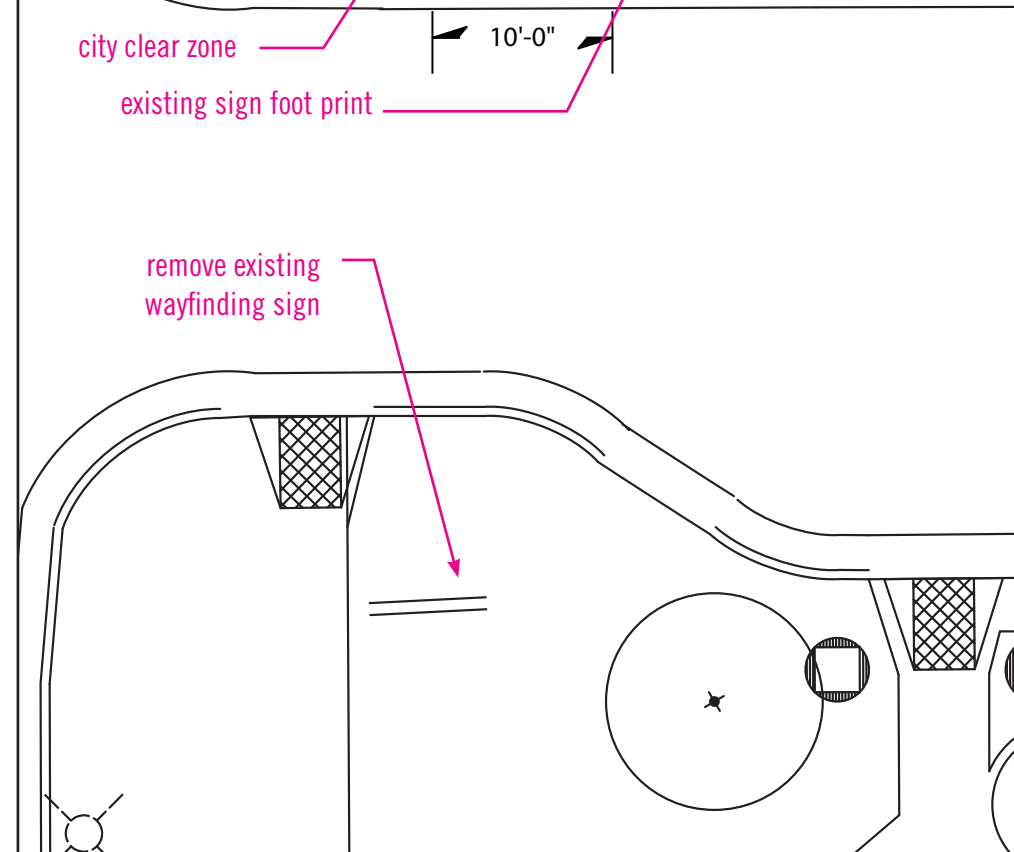


existing site condition



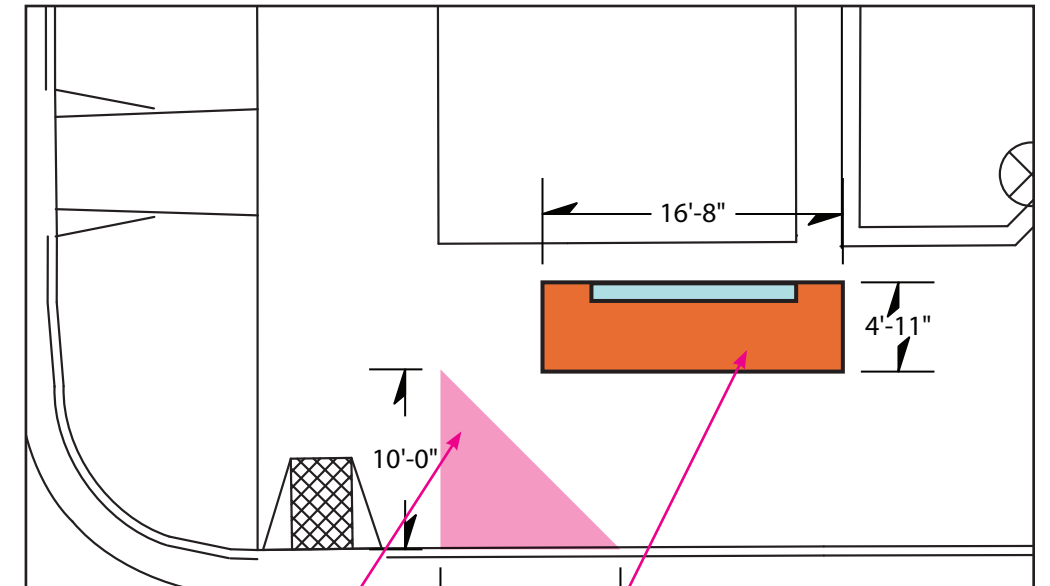
city clear zone

existing sign footprint



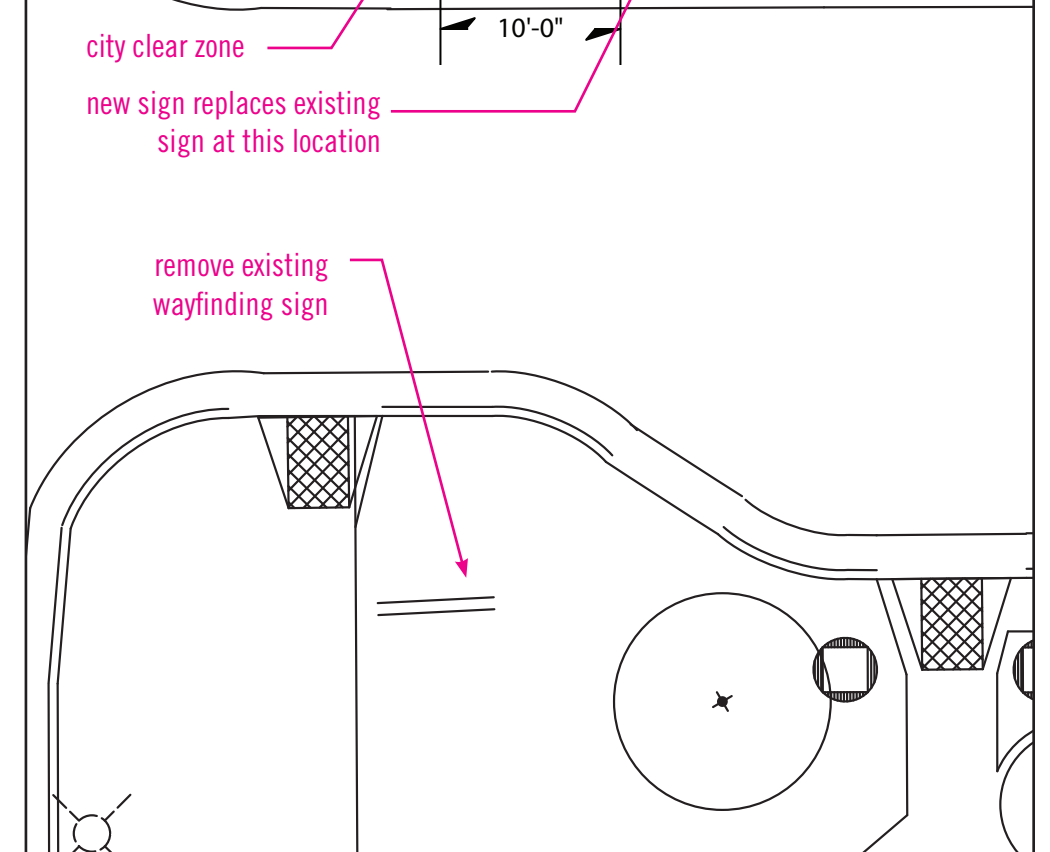
remove existing wayfinding sign

existing sign footprint



city clear zone

new sign replaces existing sign at this location



remove existing wayfinding sign

new sign footprint



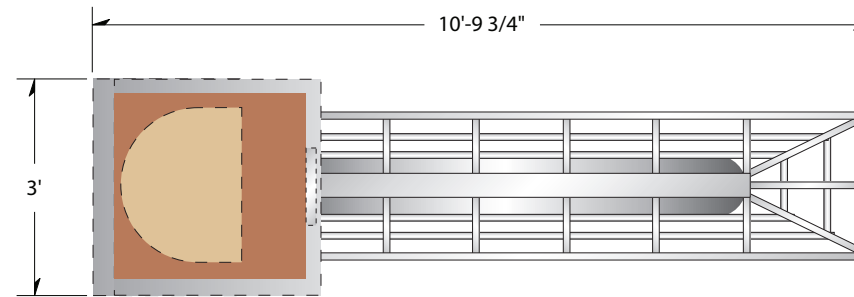
**2** Ground Sign  
Park & Chandler

Monument/Wayfinding Sign - Type 2

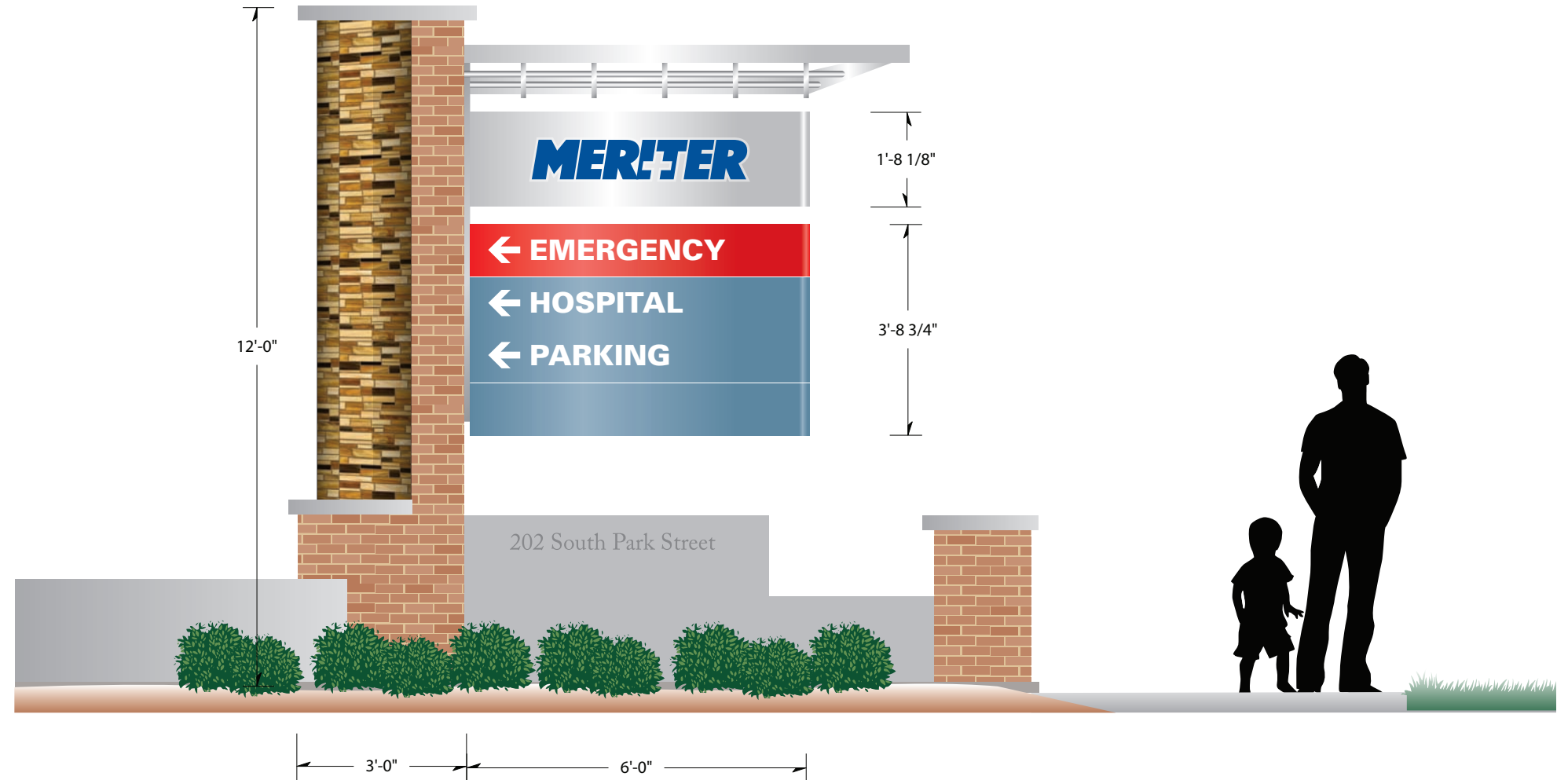
Signable Area: 2 sided signable area  
72 sq ft (36 sq ft per side)

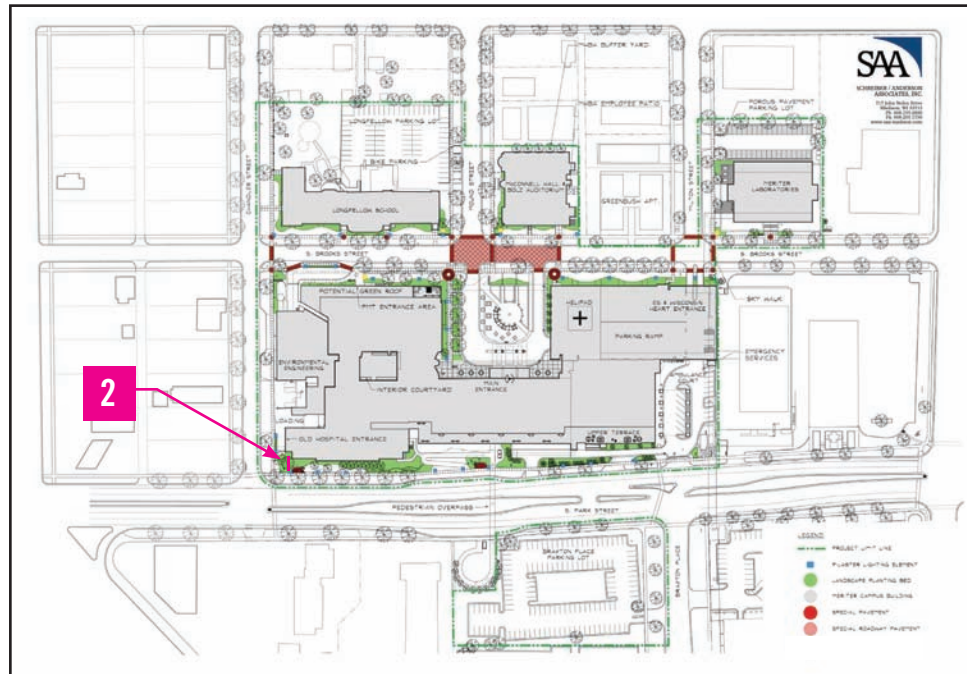
Materials/Sign Elements:

- brick face support pillar partially clad with mosaic tile
- concrete knee wall at base to pick up from existing concrete landscape knee wall
- internally illuminated signage cabinet - push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar
- aluminum awning feature similar to architectural accent of main hospital building



proposed site condition

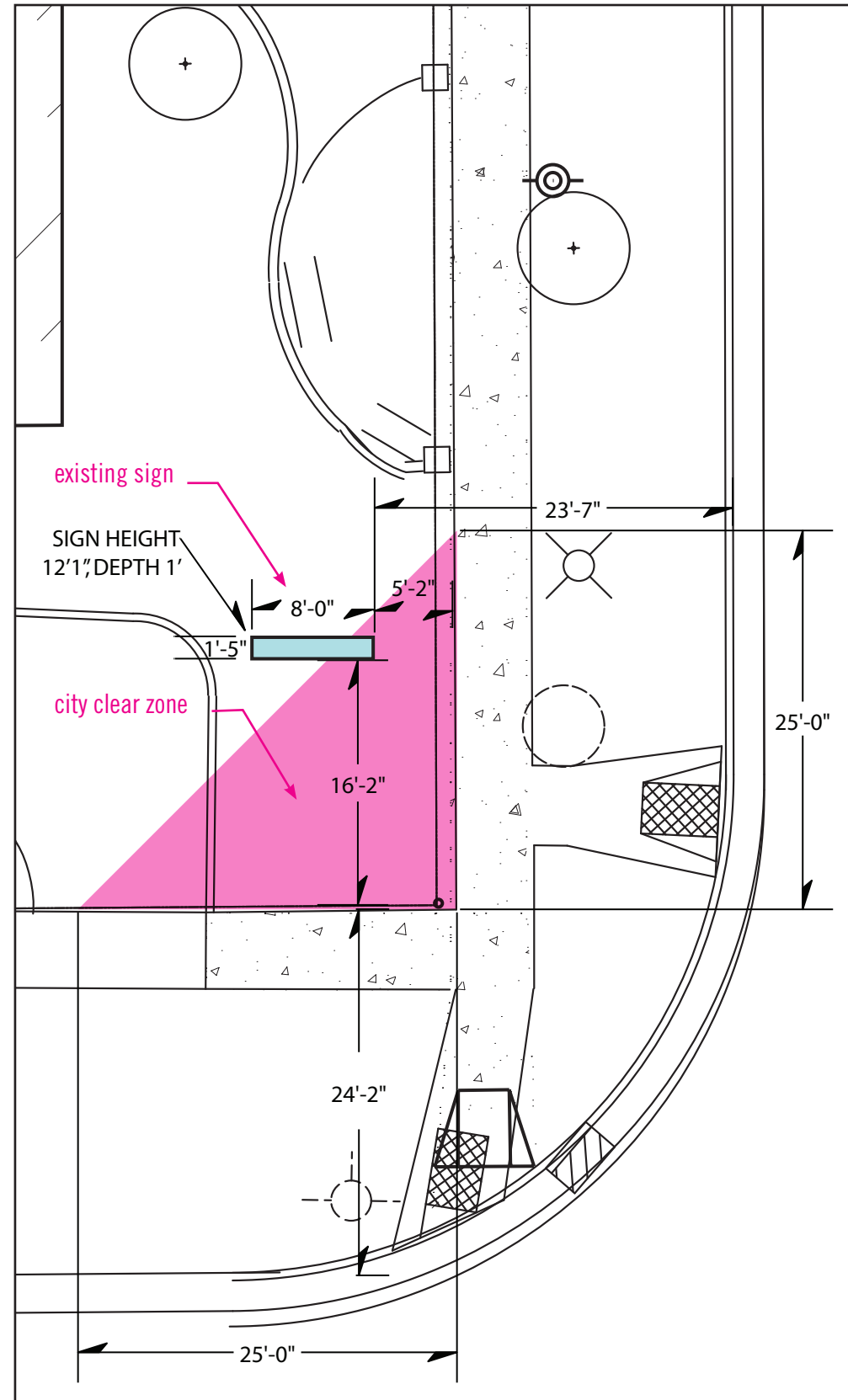




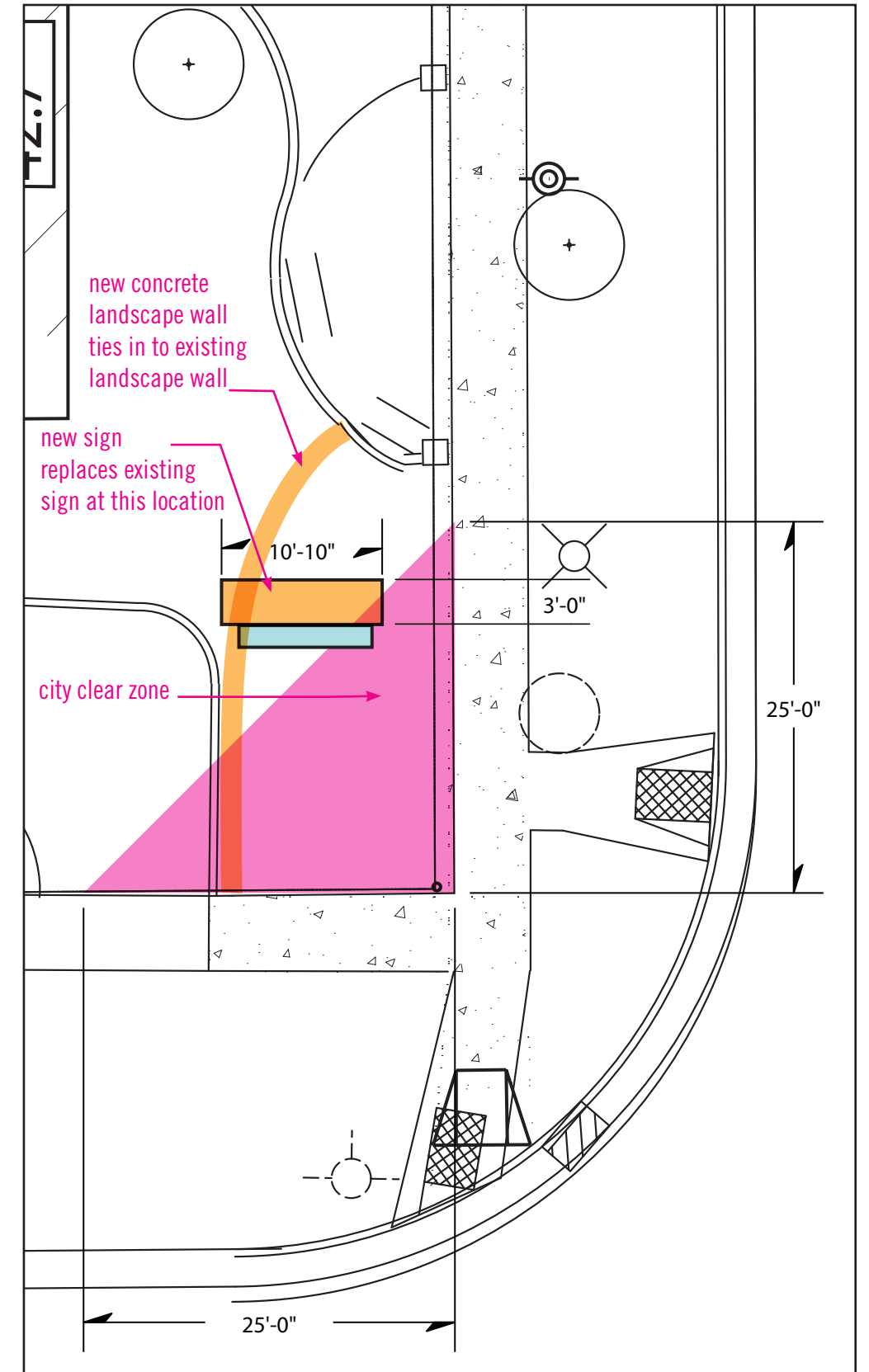
campus reference map



existing site condition



existing sign footprint



new sign footprint





**3** Ground Sign  
Brooks & Milto

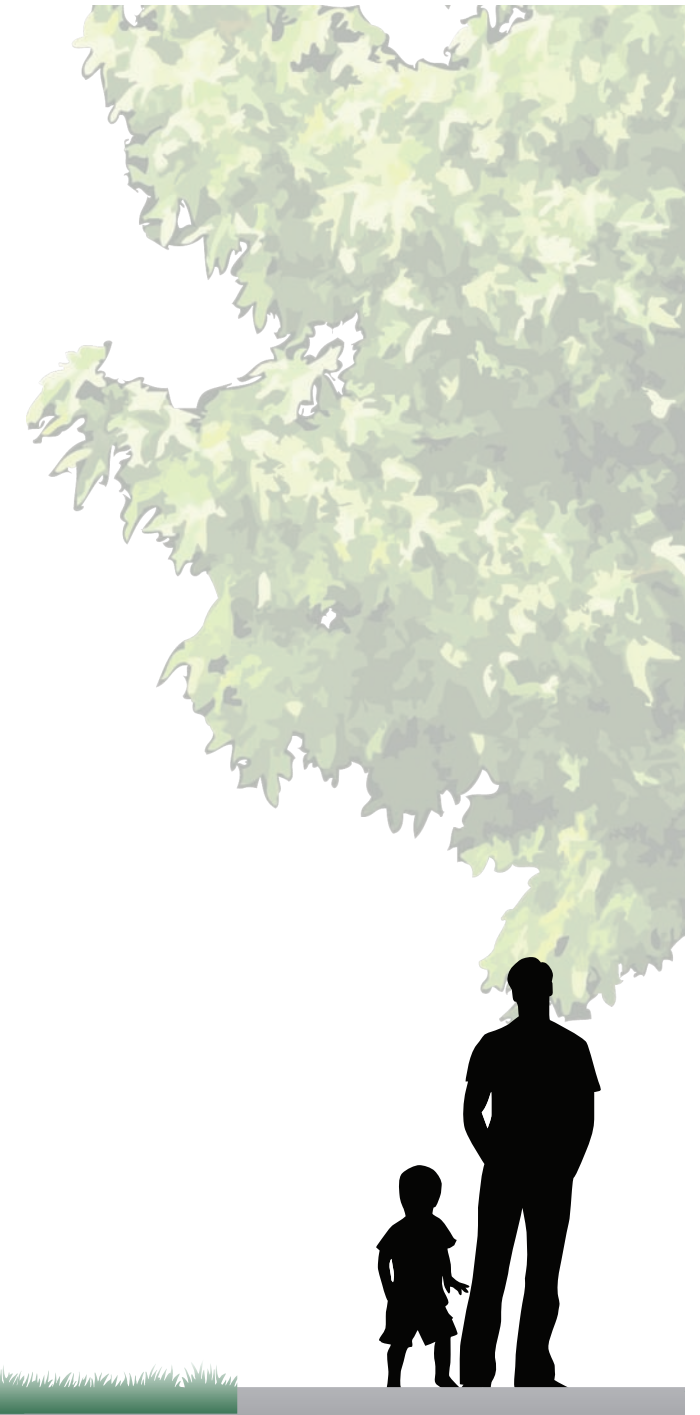
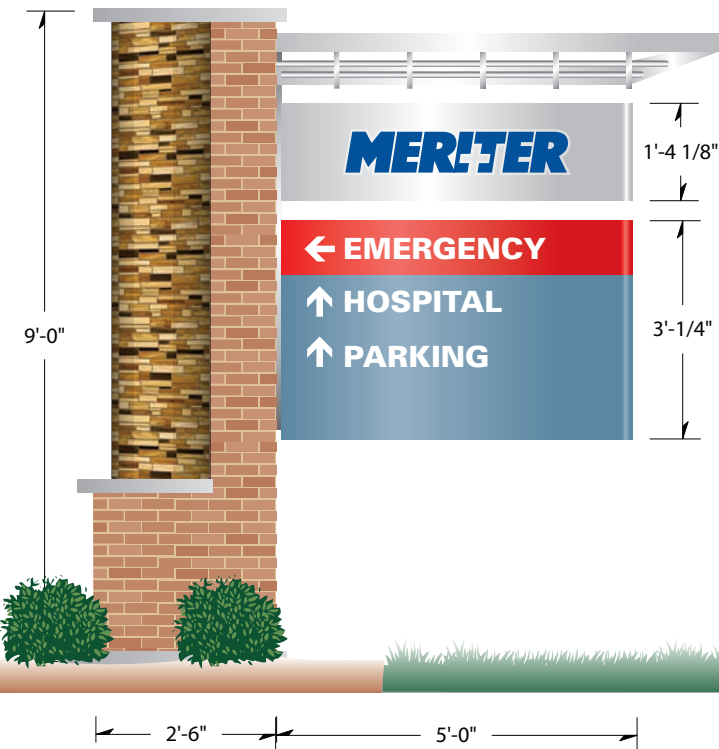
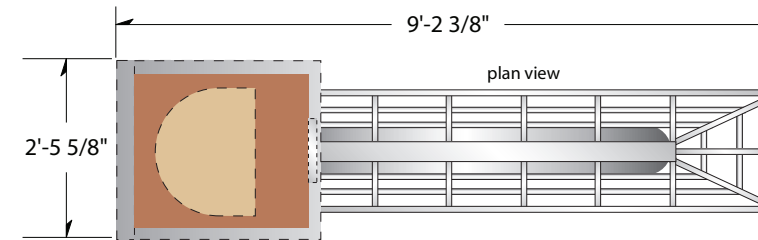
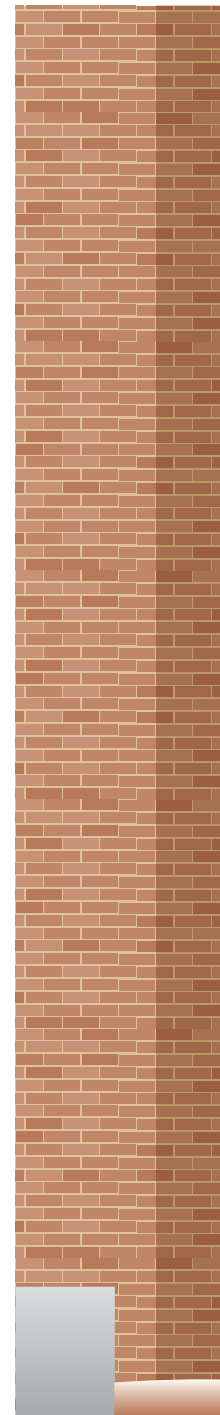
Monument/Wayfinding Sign - Type 3  
Signable Area: 2 sided signable area  
54 sq ft (27 sq ft per side)

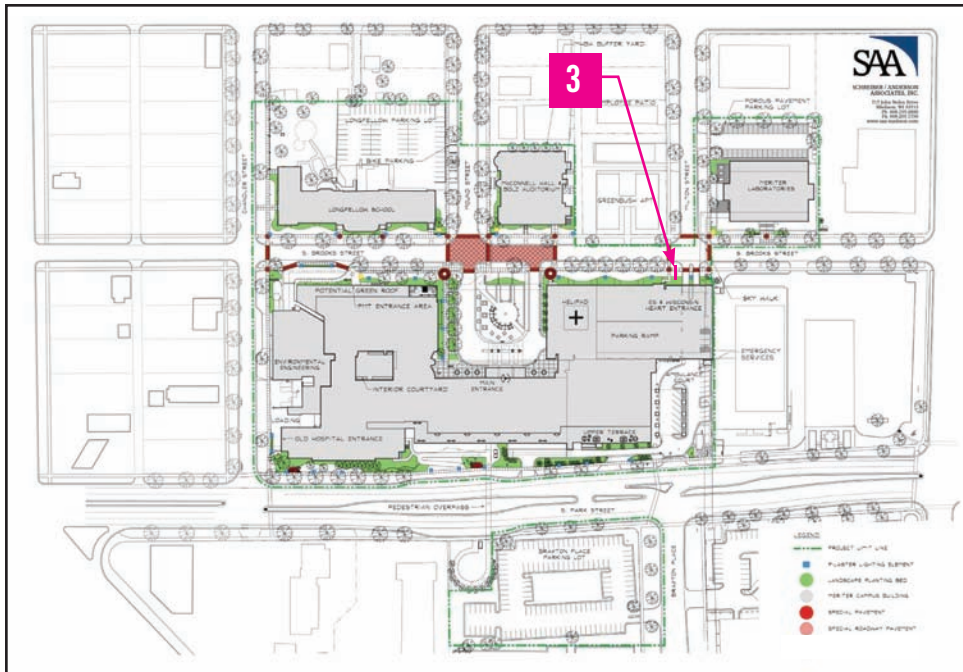
Materials/Sign Elements:

- brick face support pillar partially clad with mosaic tile
- internally illuminated signage cabinet
- push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar
- aluminum awning feature similar to main hospital building



proposed site condition

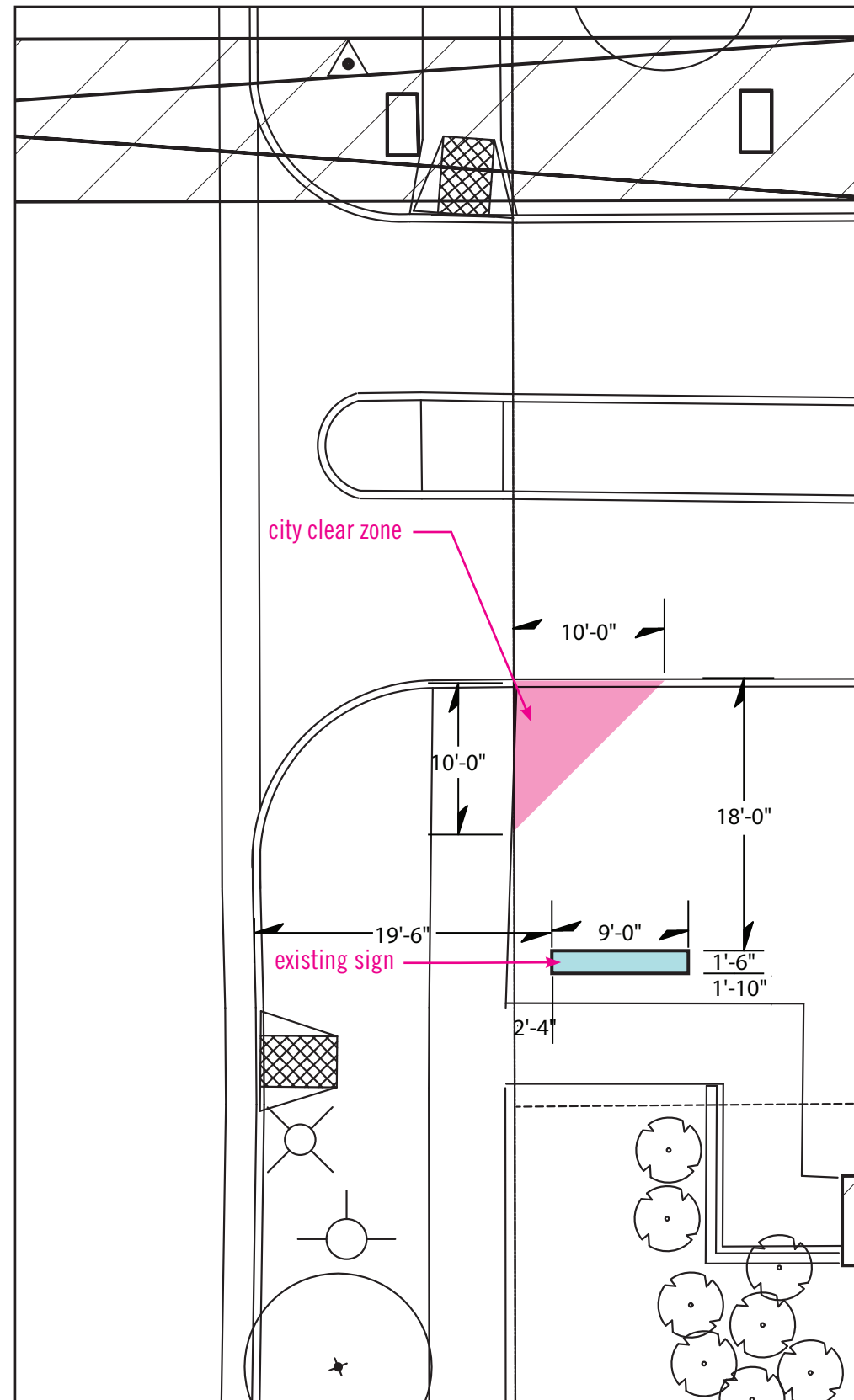




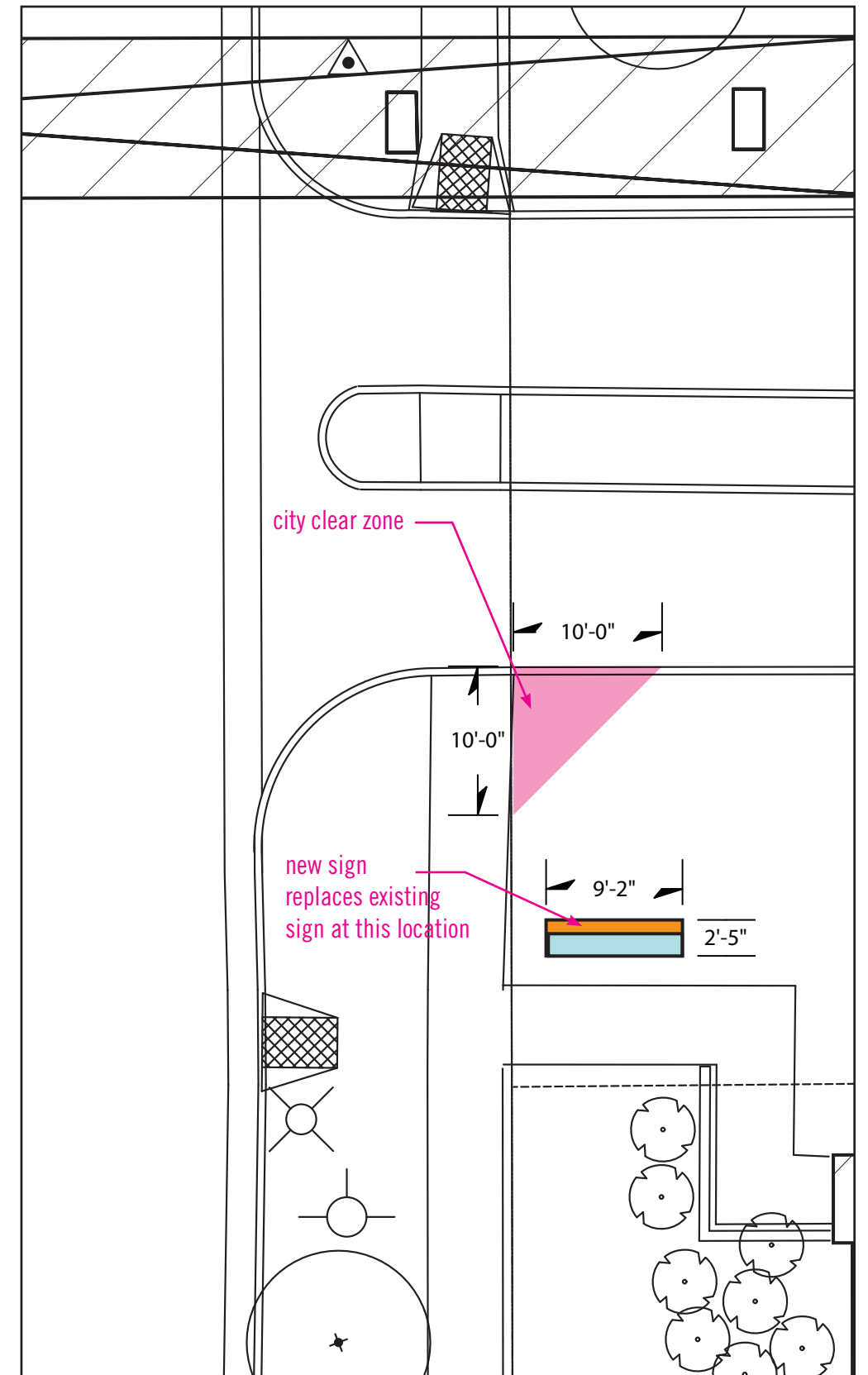
campus reference map



existing site condition



existing sign foot print



new sign foot print



**4** Ground Sign  
**Brooks at Meriter Laboratories**

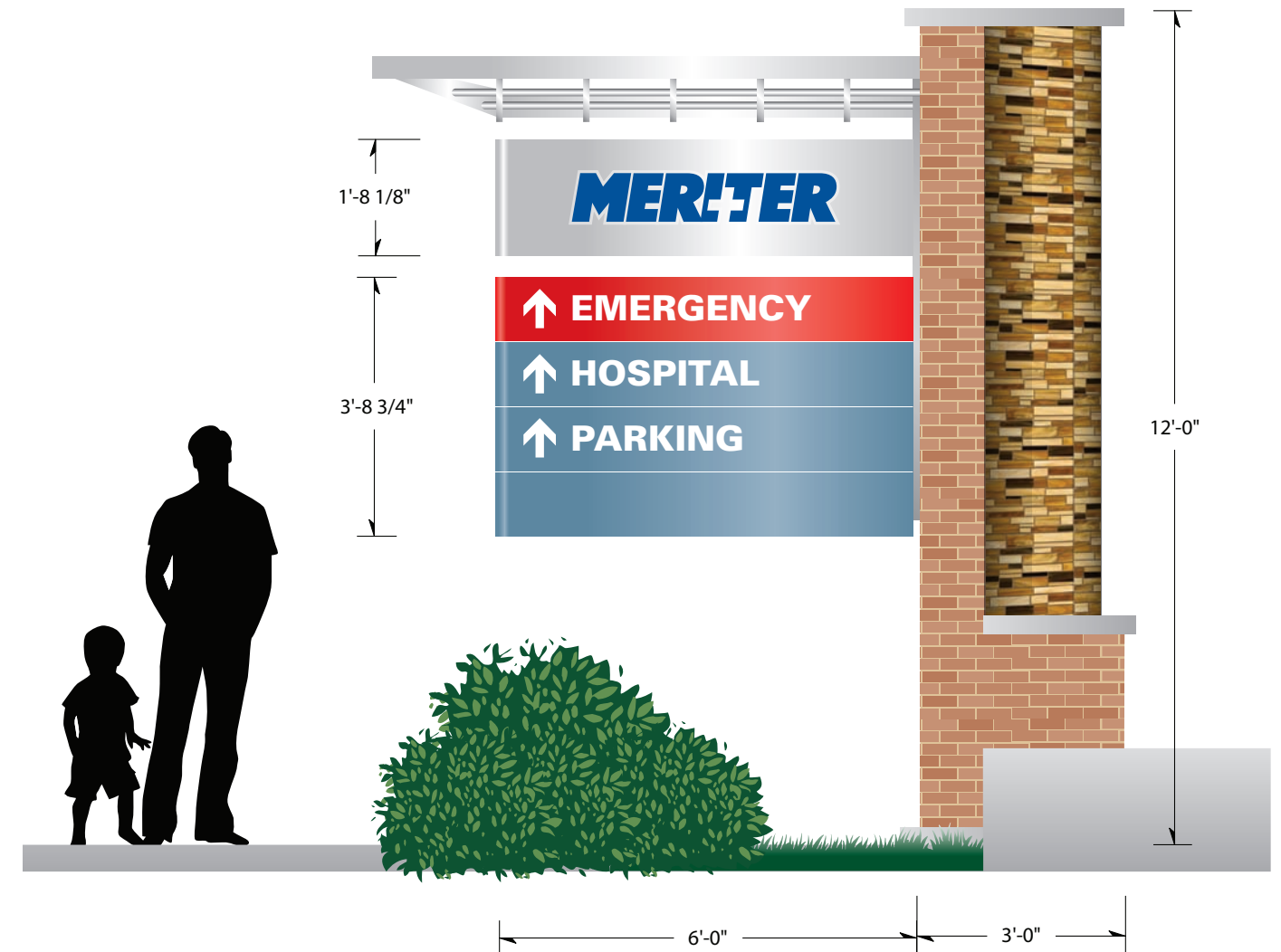
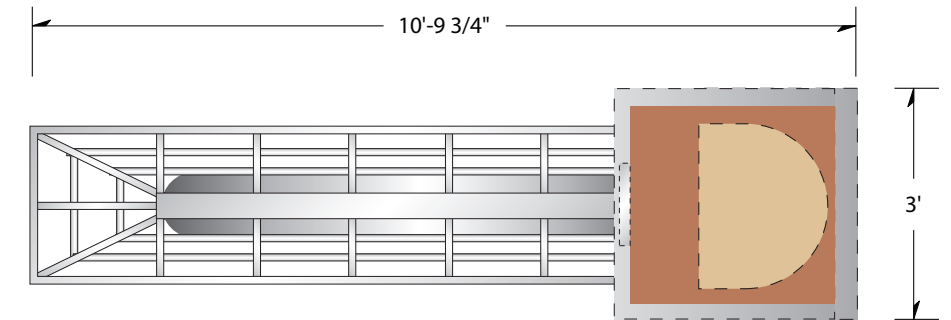
Monument/Wayfinding Sign - Type 2  
 Signable Area: 2 sided signable area  
 72 sq ft (36 sq ft per side)

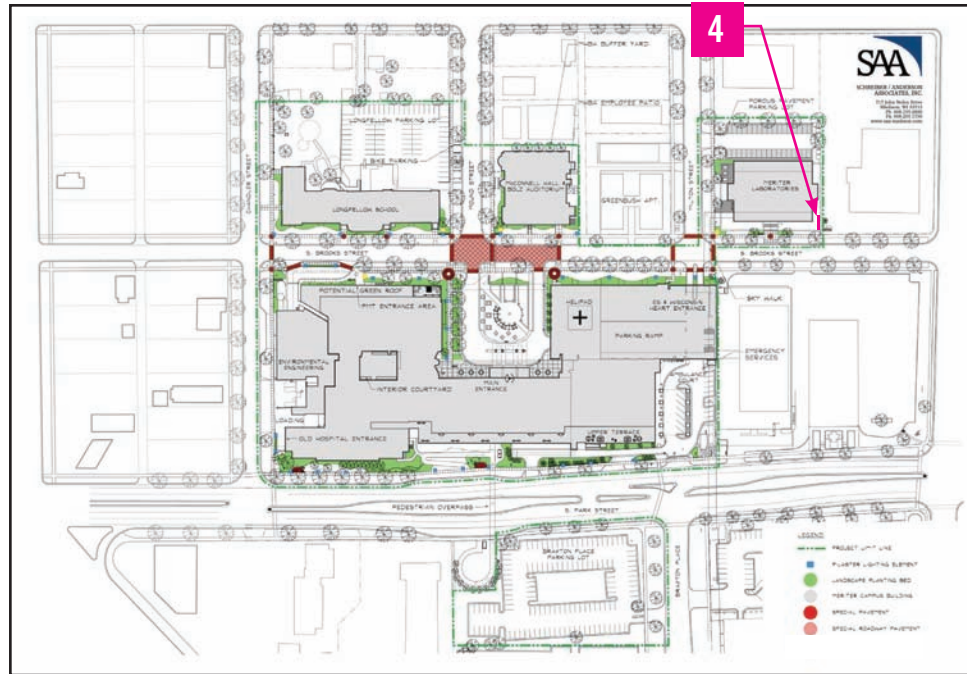
Materials/Sign Elements:

- brick face support pillar partially clad with mosaic tile
- internally illuminated signage cabinet
- push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar
- aluminum awning feature similar to main hospital building



proposed site condition

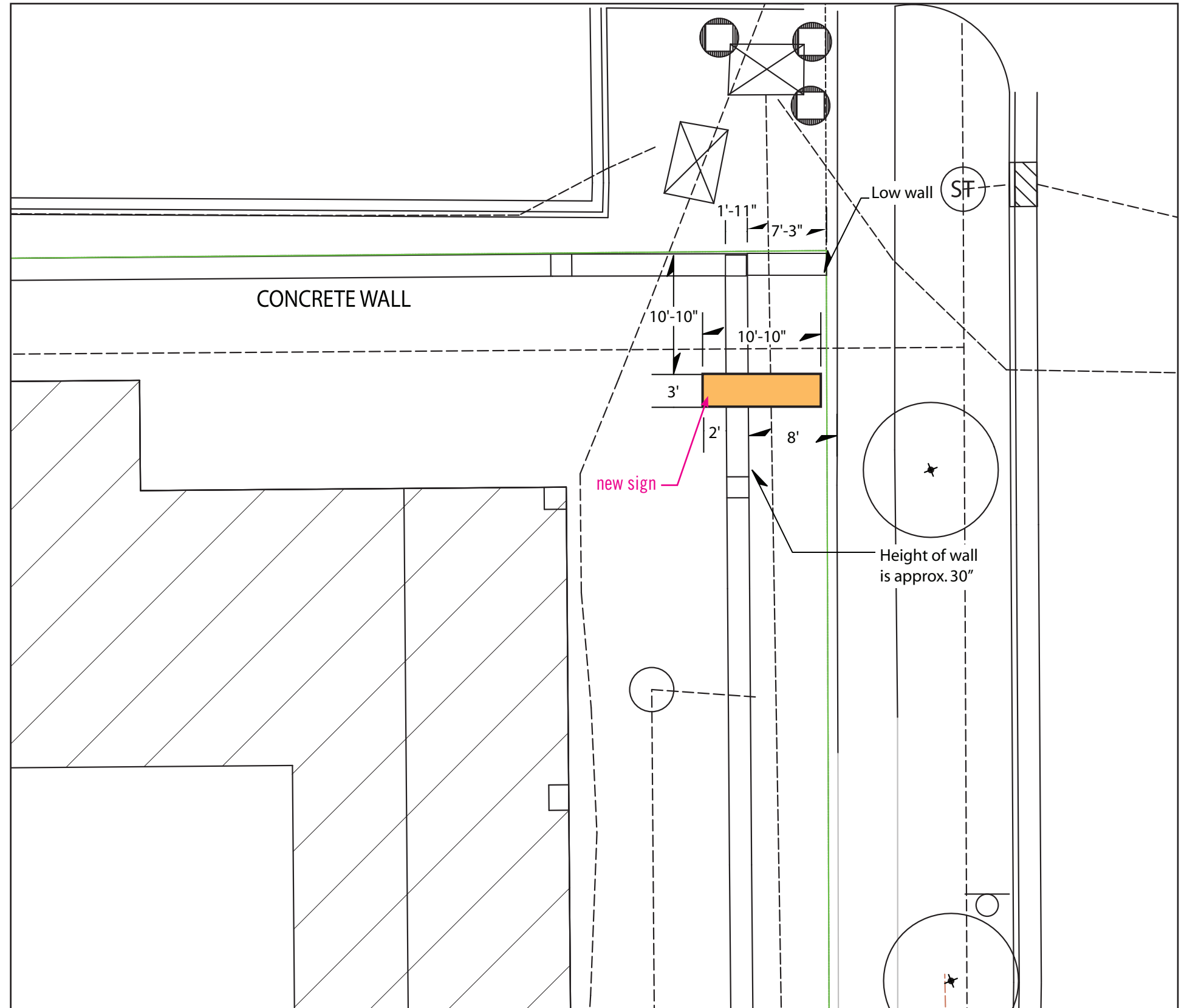




campus reference map



existing site condition



new sign foot print (no existing sign)



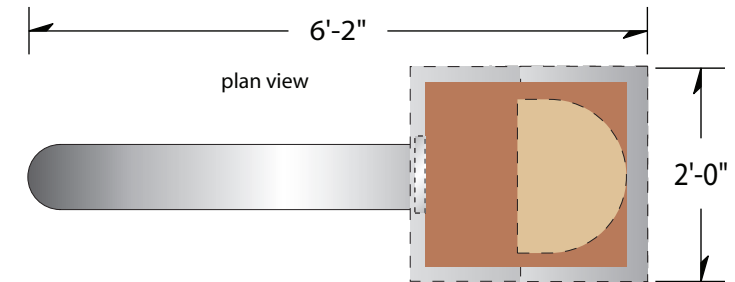
**5** Ground Sign  
**Brooks & Chandler 6' Option**

Wayfinding Sign - Type 4

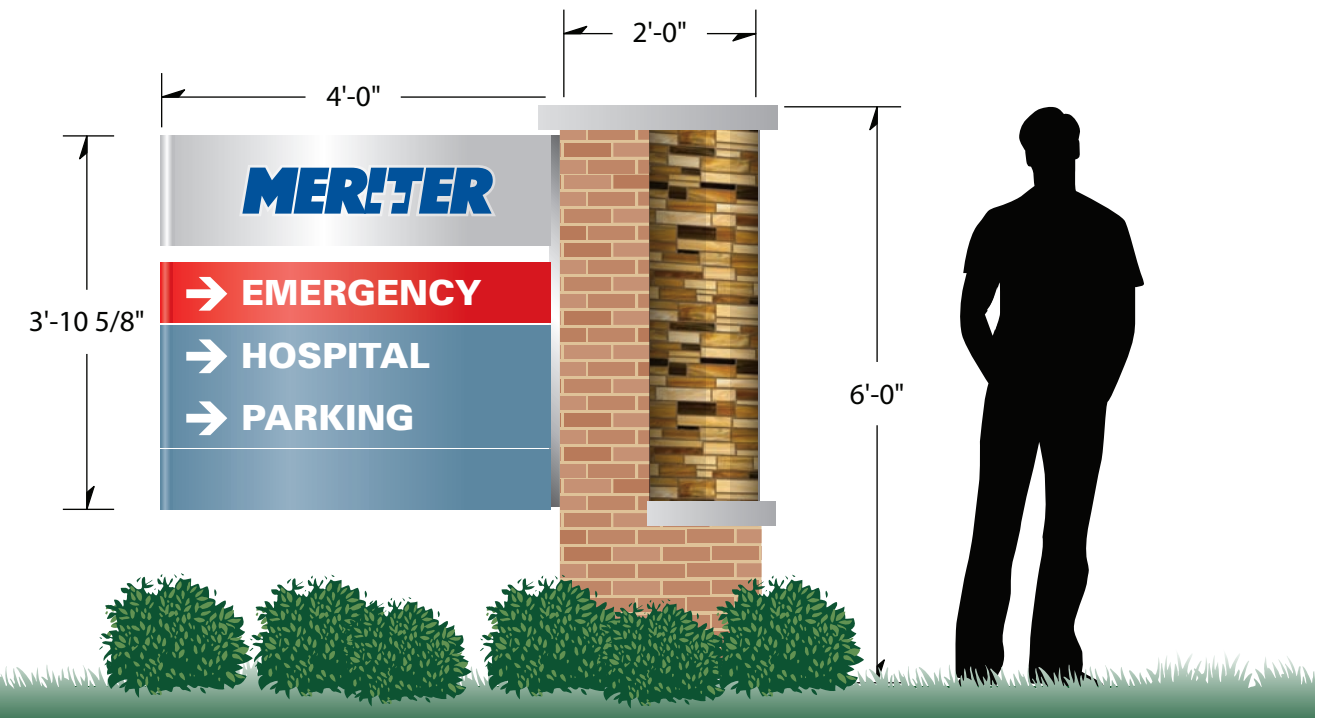
Signable Area: 2 sided signable area  
 32 sq ft (16 sq ft per side)

Materials:

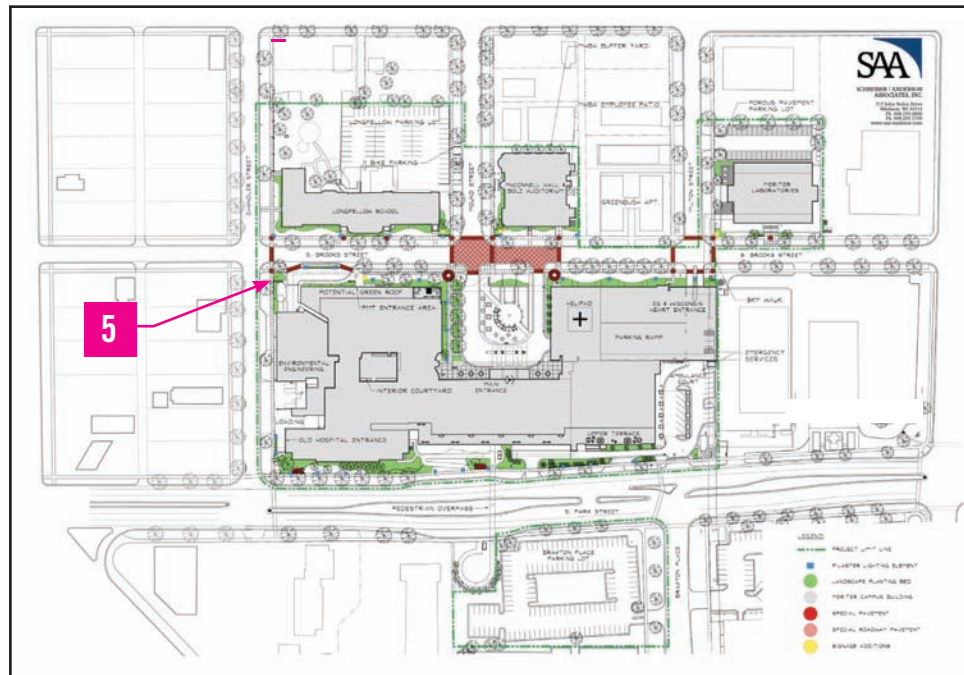
- brick face support pillar partially clad with mosaic tile
- internally illuminated signage cabinet
- push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar



proposed site condition



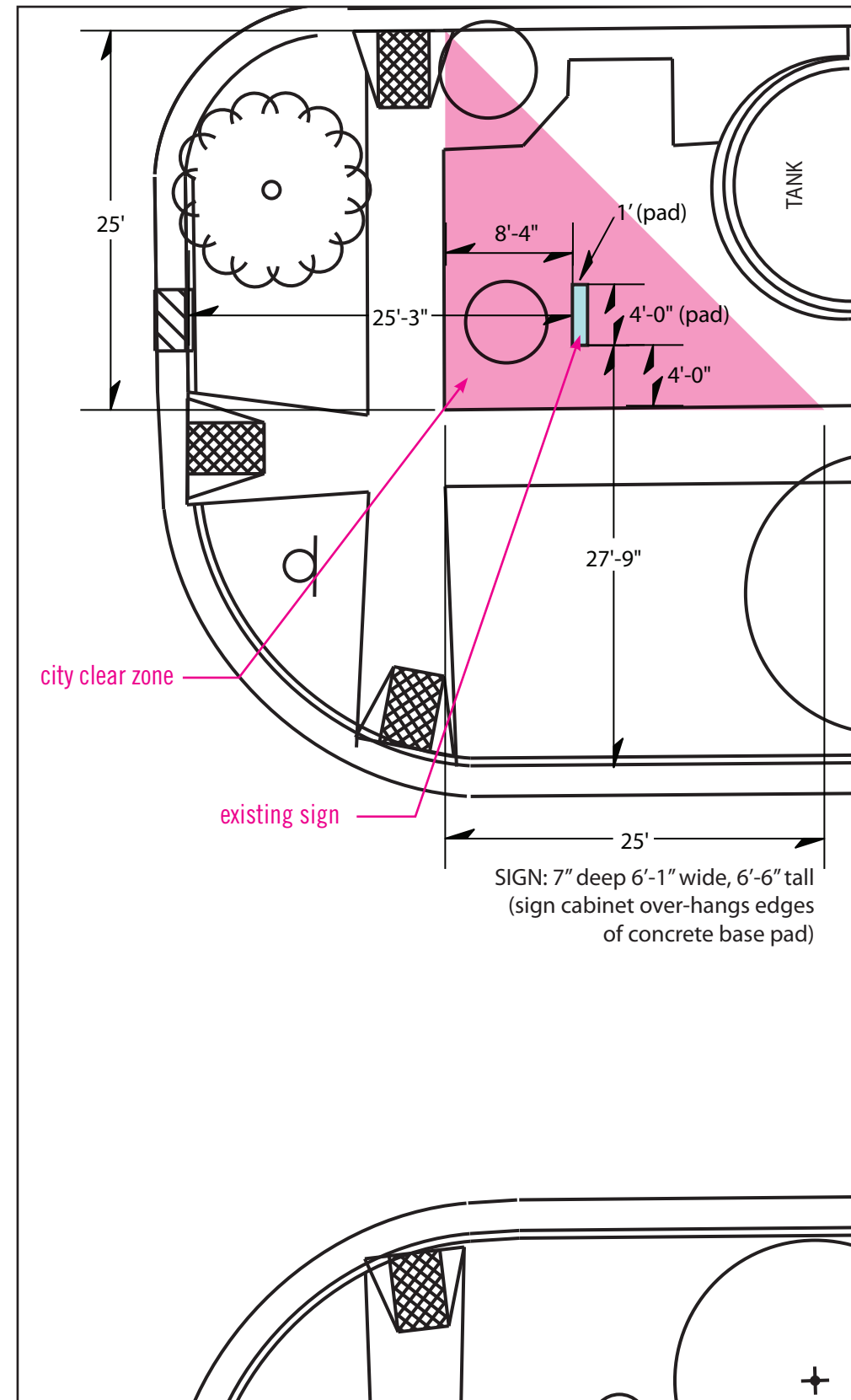
**5** Ground Sign Foot Print  
Brooks & Chandler - 6' Option



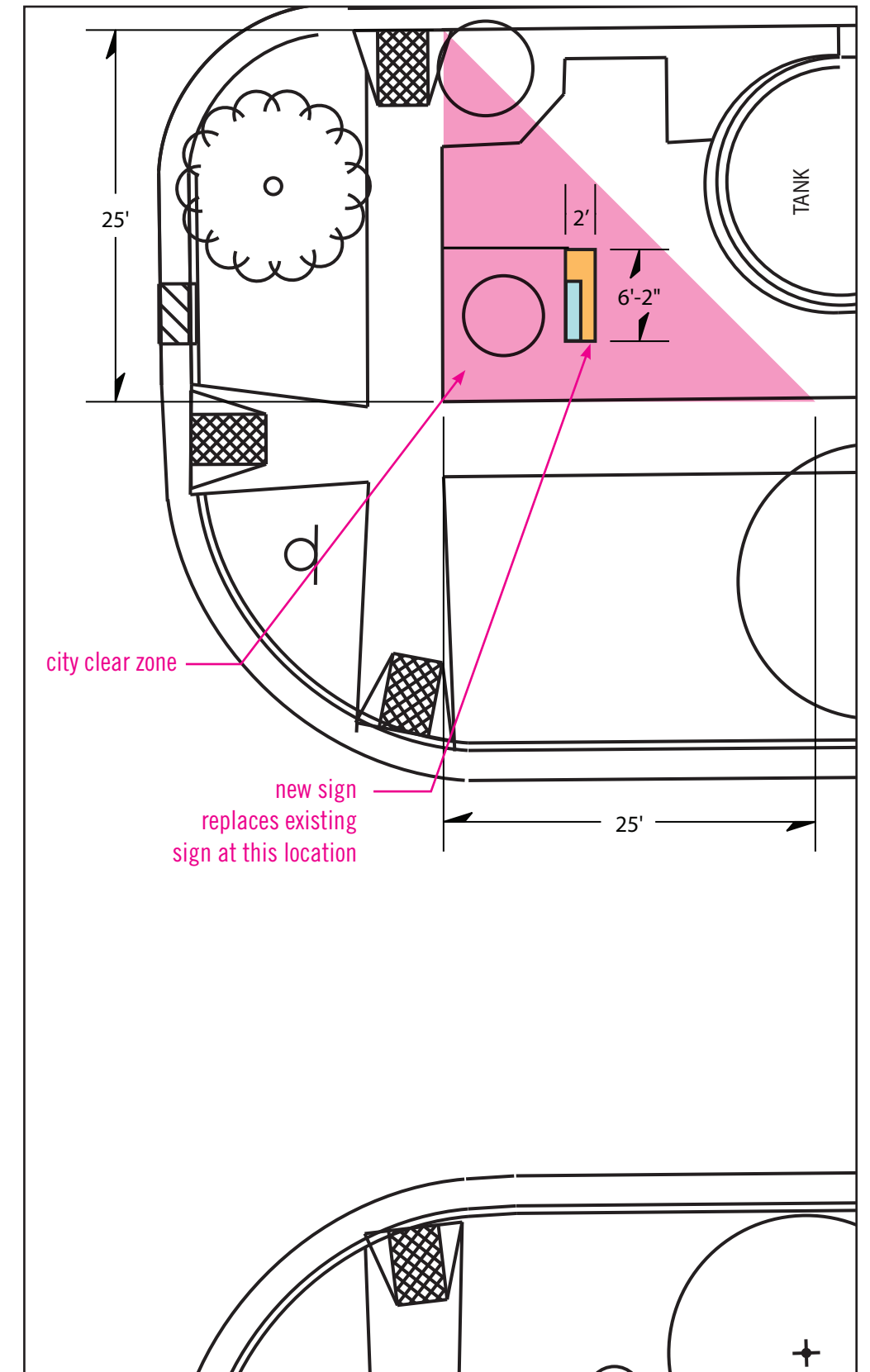
campus reference map



existing site condition



existing sign foot print



new sign foot print



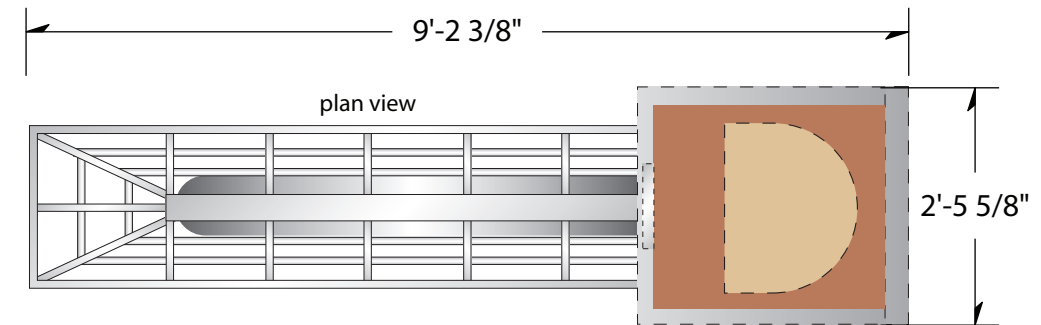
**5A** Ground Sign  
**Brooks & Chandler - 9' Option**

Wayfinding Sign - Type 3

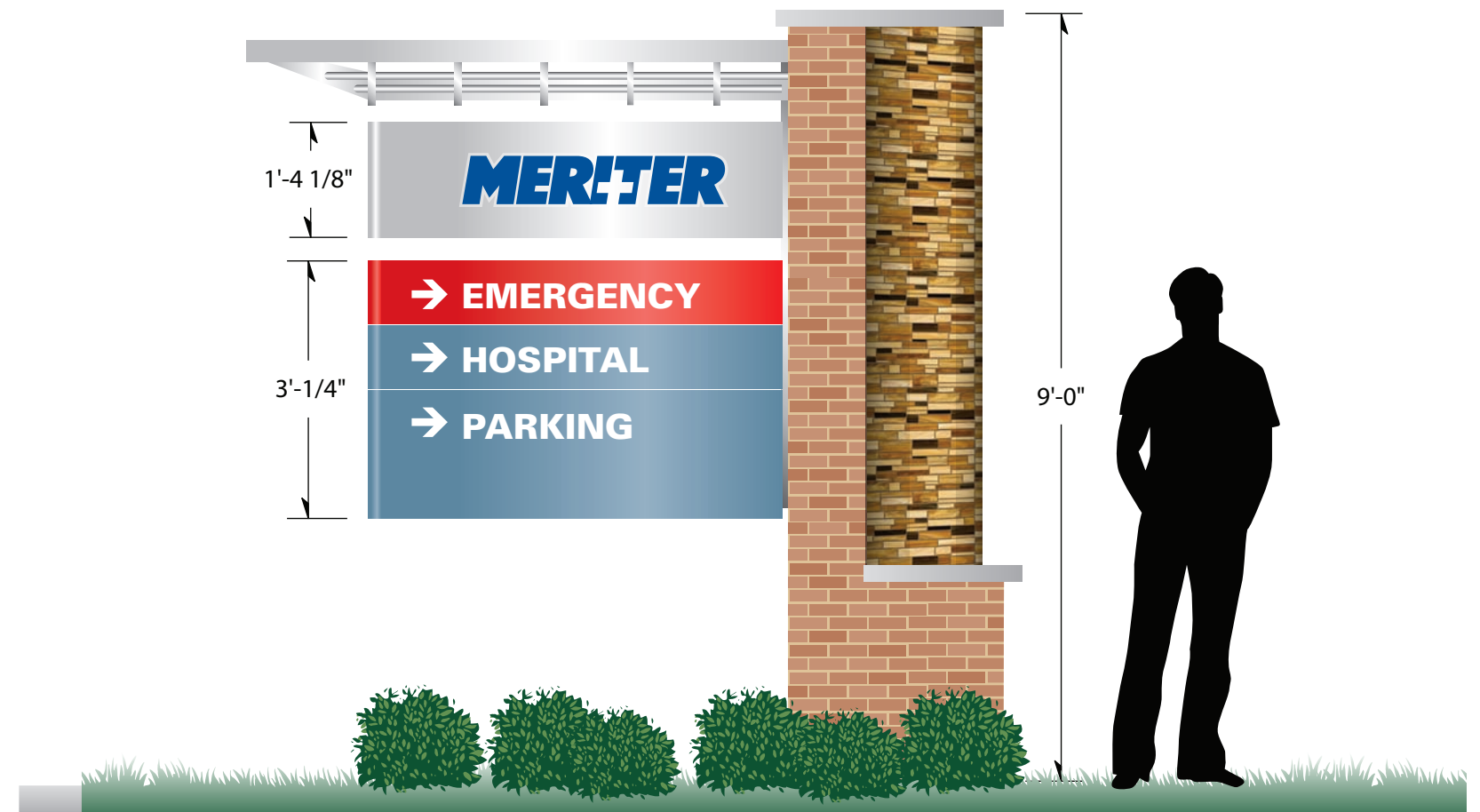
Signable Area: 2 sided signable area  
 54 sq ft (27 sq ft per side)

Materials:

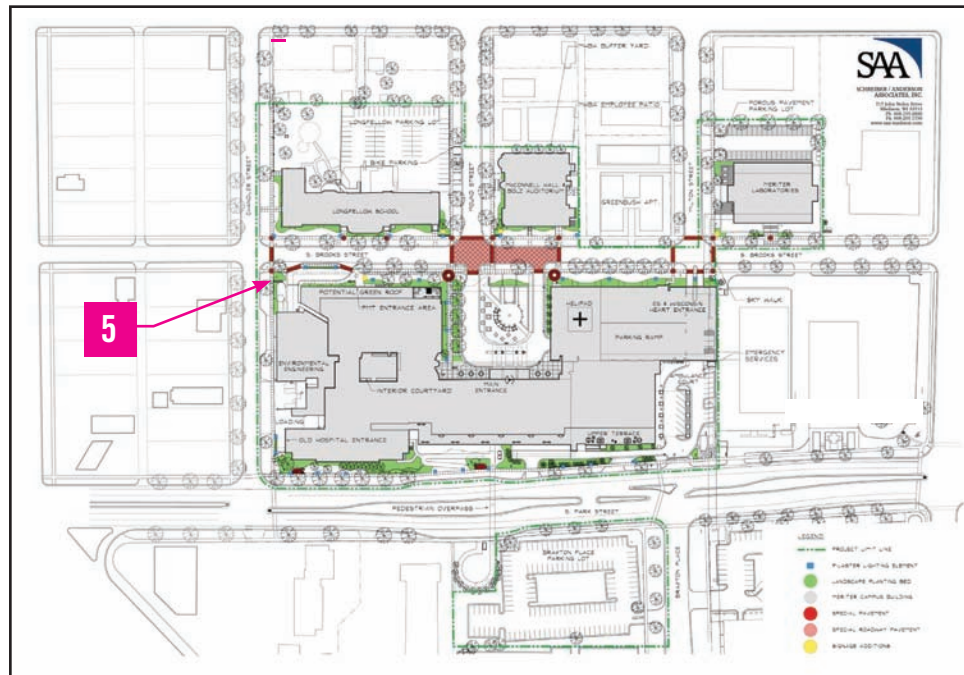
- brick face support pillar partially clad with mosaic tile
- internally illuminated signage cabinet
- push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar



proposed site condition



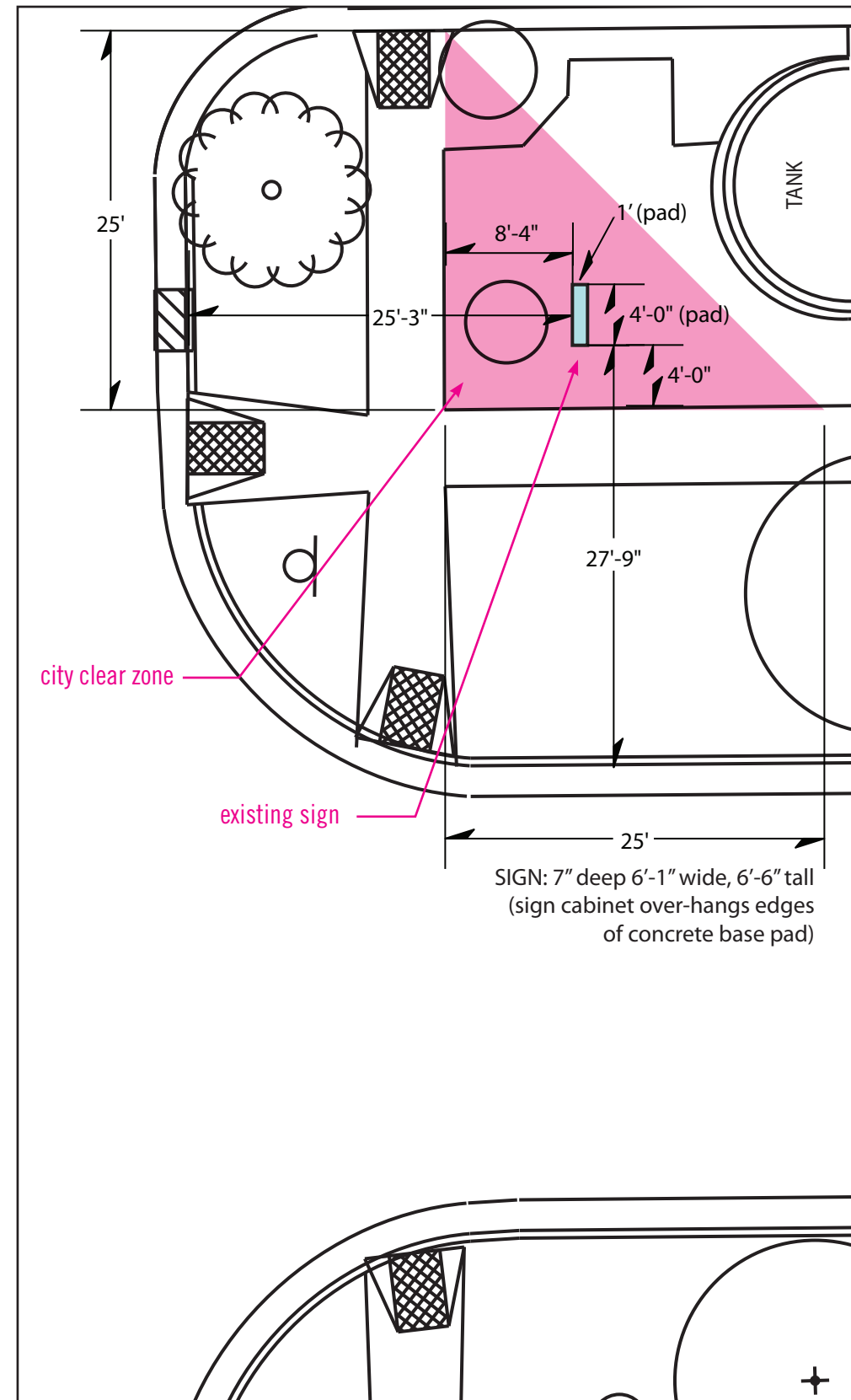
**5** Ground Sign Foot Print  
Brooks & Chandler - 9' Option



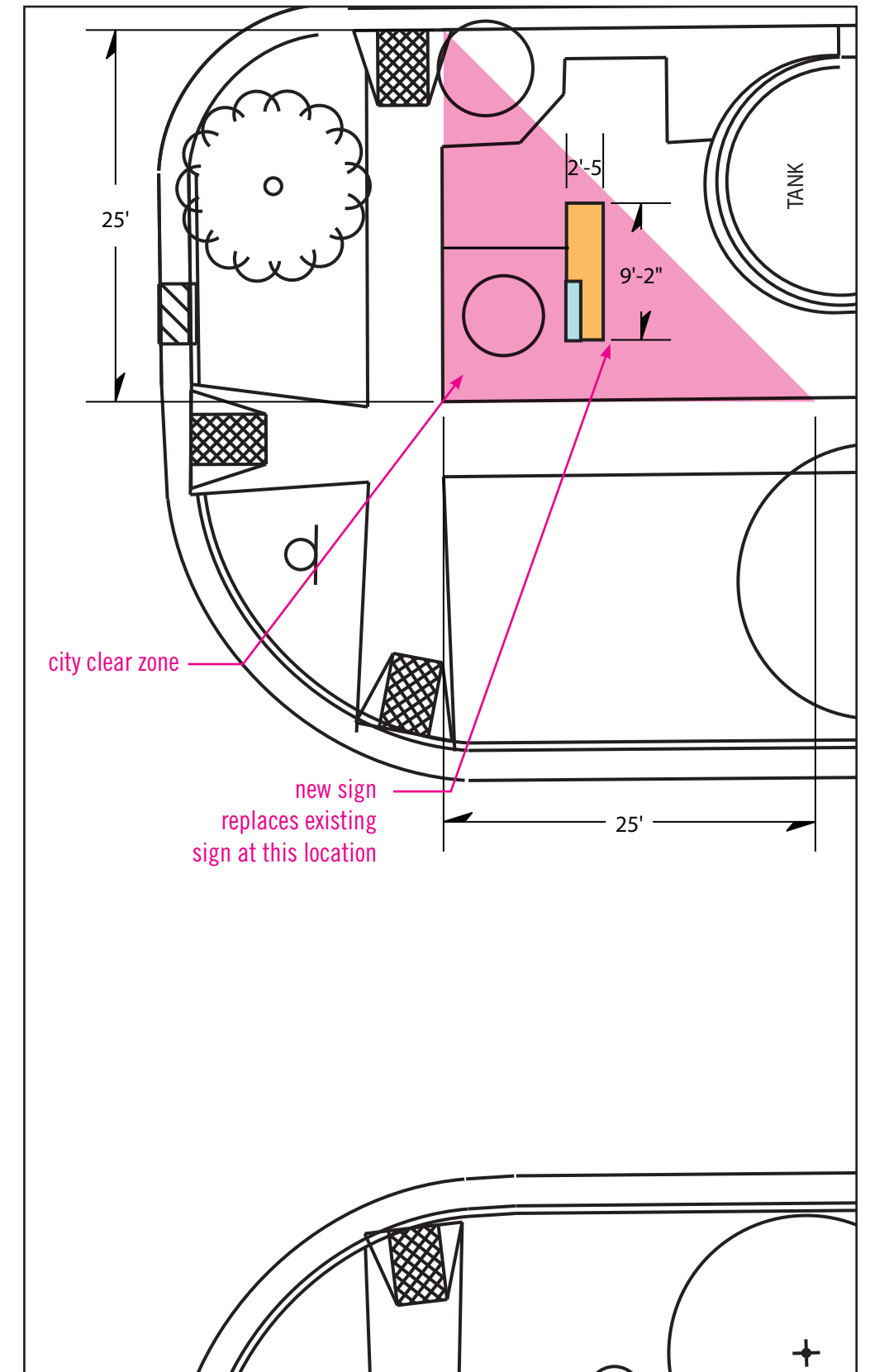
campus reference map



existing site condition



existing sign foot print



new sign foot print





**Ground Sign  
Park & Emergency Entry**

Monument/Wayfinding Sign - Type 2

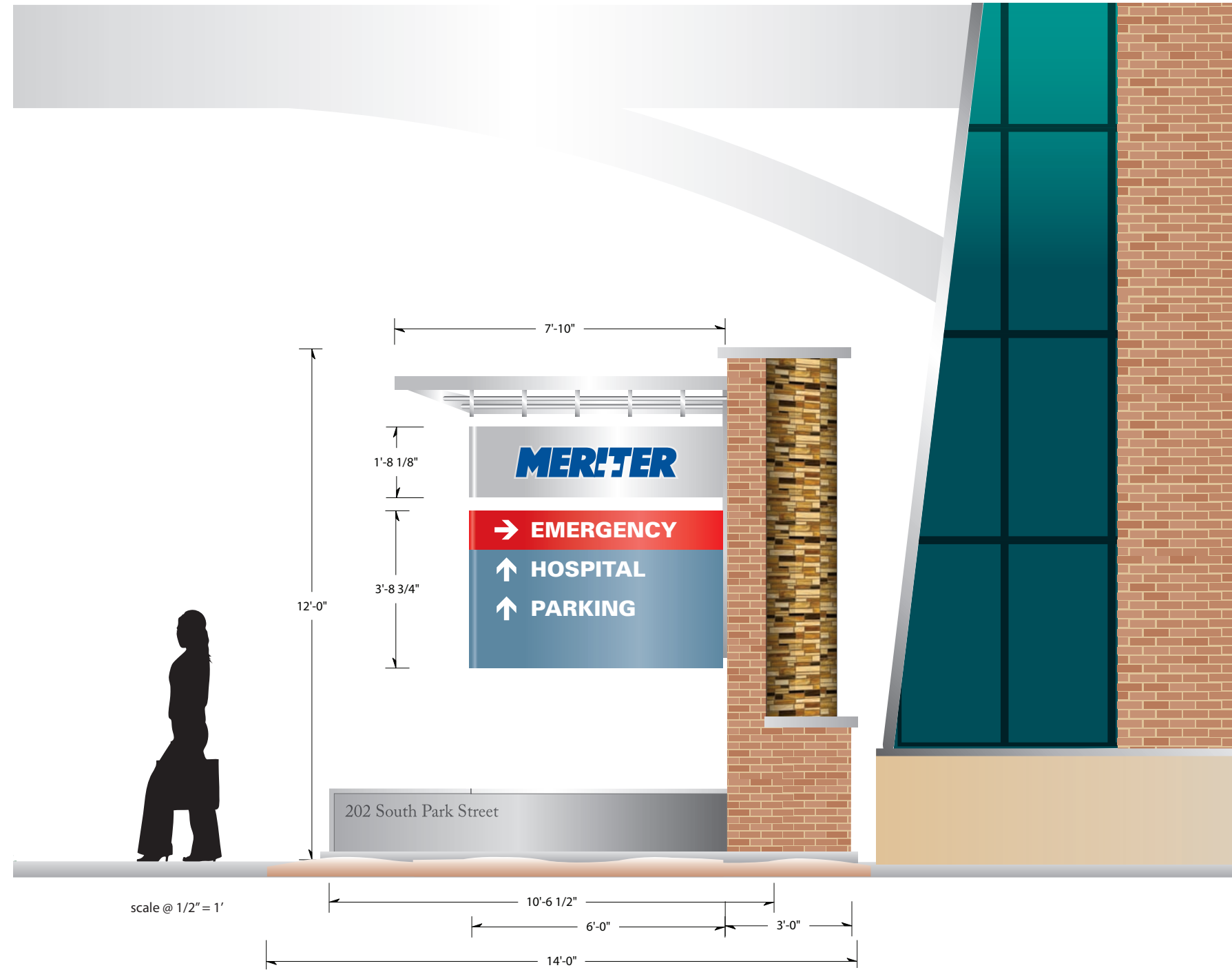
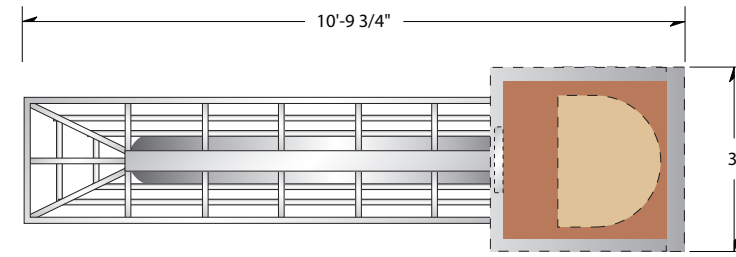
Signable Area: 2 sided signable area  
72 sq ft (36 sq ft per side)

Materials/Sign Elements:

- brick face support pillar partially clad with mosaic tile
- concrete knee wall at base with address lettering in relief
- internally illuminated signage cabinet - push through letters, flush to cabinet face
- red area for emergency is illuminated
- signage cabinet cantelevered off support pillar
- aluminum awning feature similar to architectural accent of main hospital building

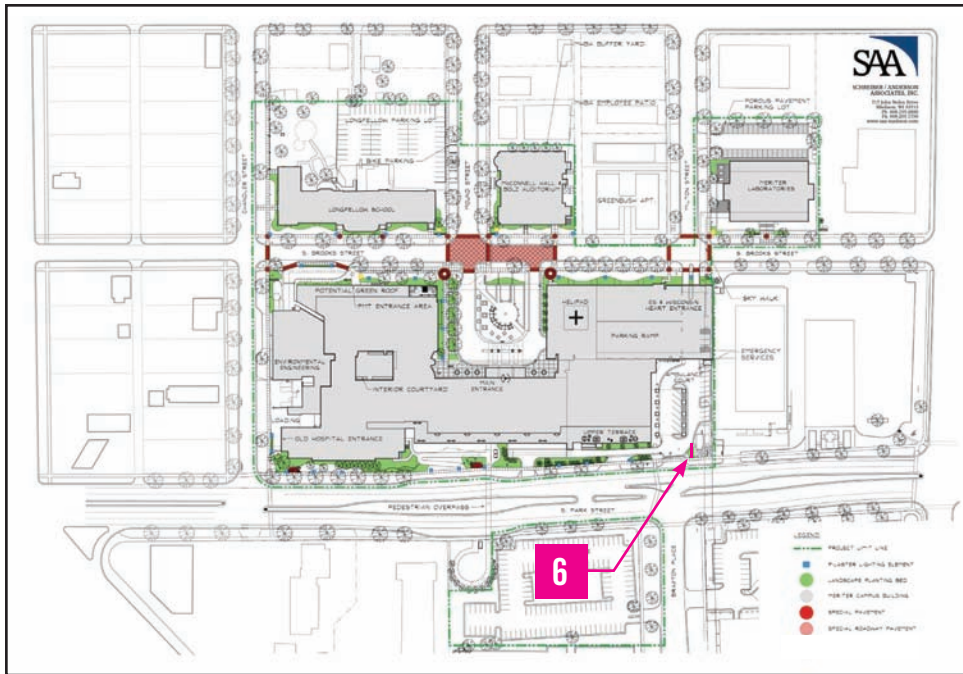


proposed site condition



scale @ 1/2" = 1'

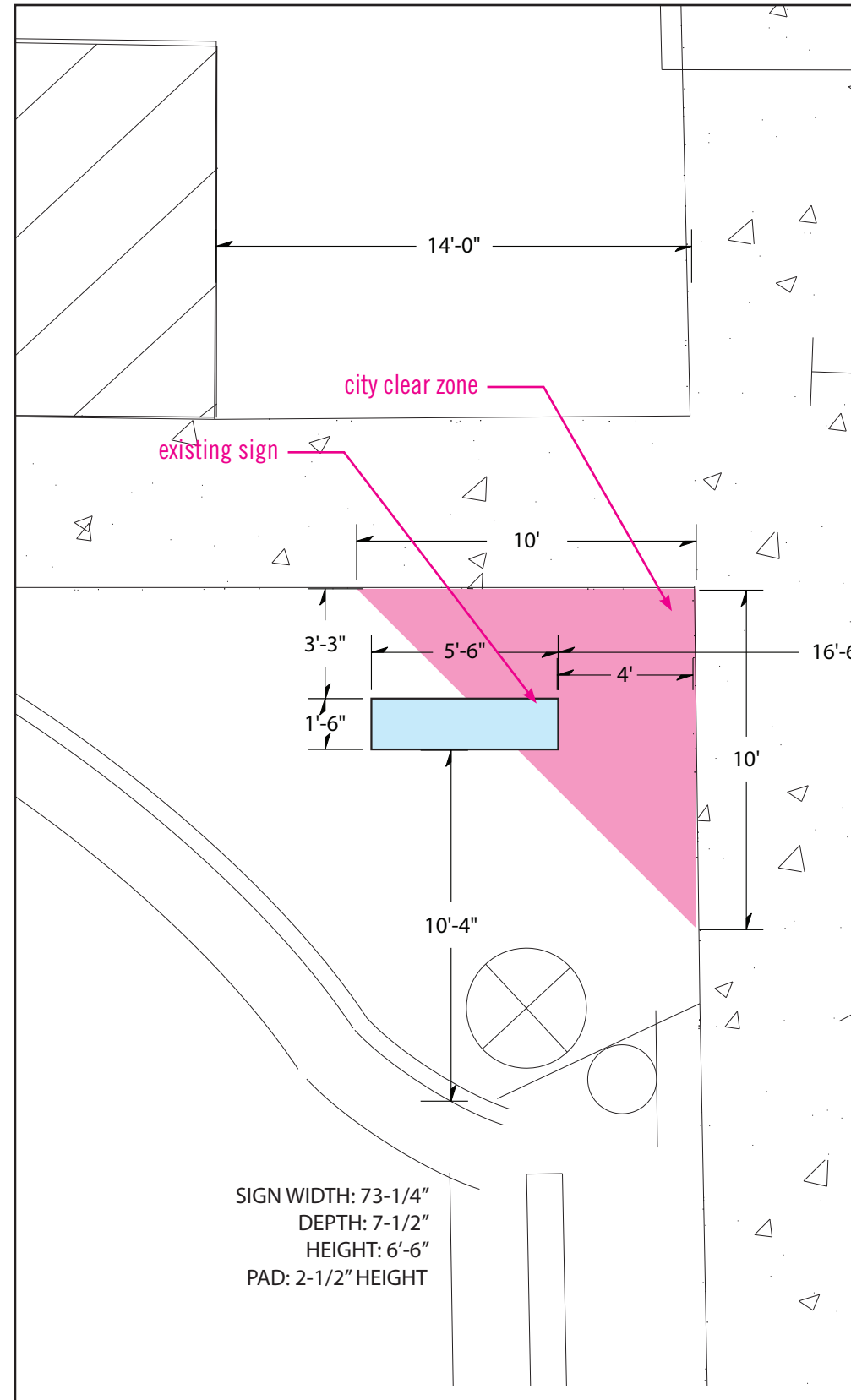




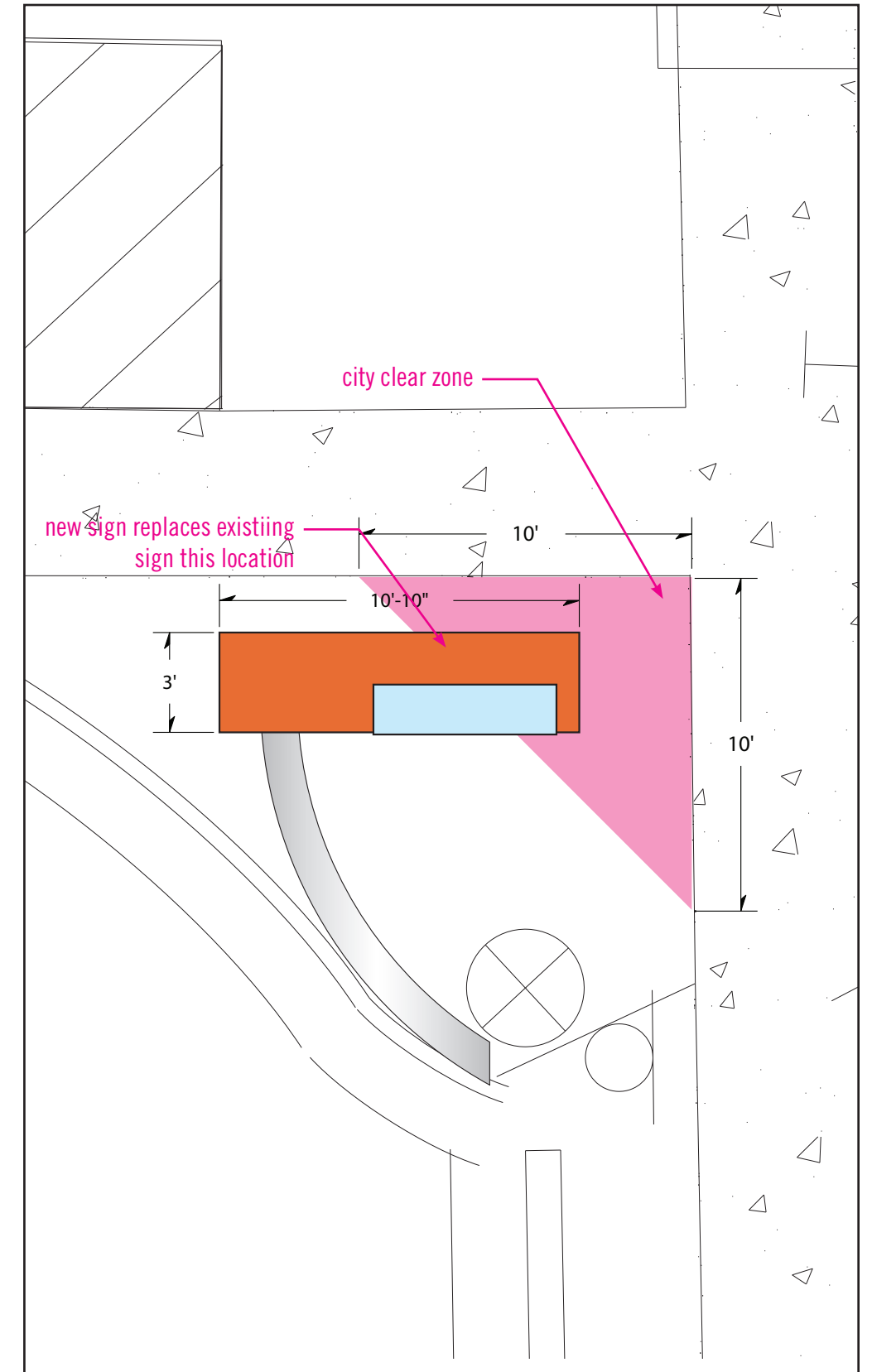
campus reference map



existing site condition

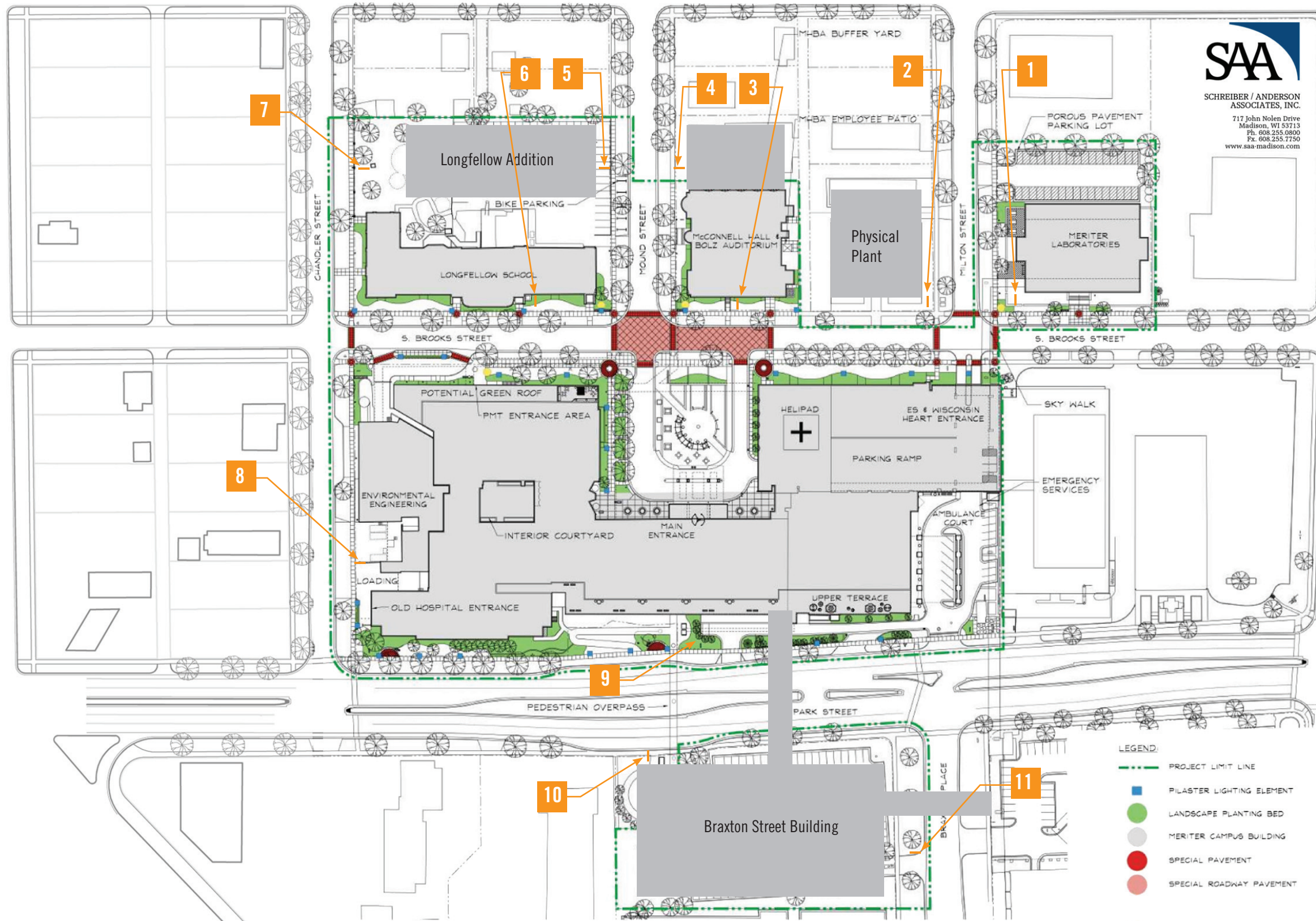


existing sign foot print



new sign foot print





### Building Identification Signage Location Plan Current & Future Campus

**All Signs:**  
 Building ID Ground Sign  
 5'-0" L x 4'-0" H x 1'-0" D overall  
 20 sq ft (10 sq ft per side) signable area

- 1** Meriter Laboratories
- 2** Physical Plant
- 3** McConnell Hall (Brooks St)
- 4** McConnell Hall (Mound St)
- 5** Longfellow Addition (Mound St)
- 6** Longfellow School (Brooks St)
- 7** Longfellow Addition (Chandler St)
- 8** Receiving
- 9** Meriter Hospital (Park St.)
- 10** Braxton Street Building (Park St)
- 11** Braxton Street Building (Braxton Place)



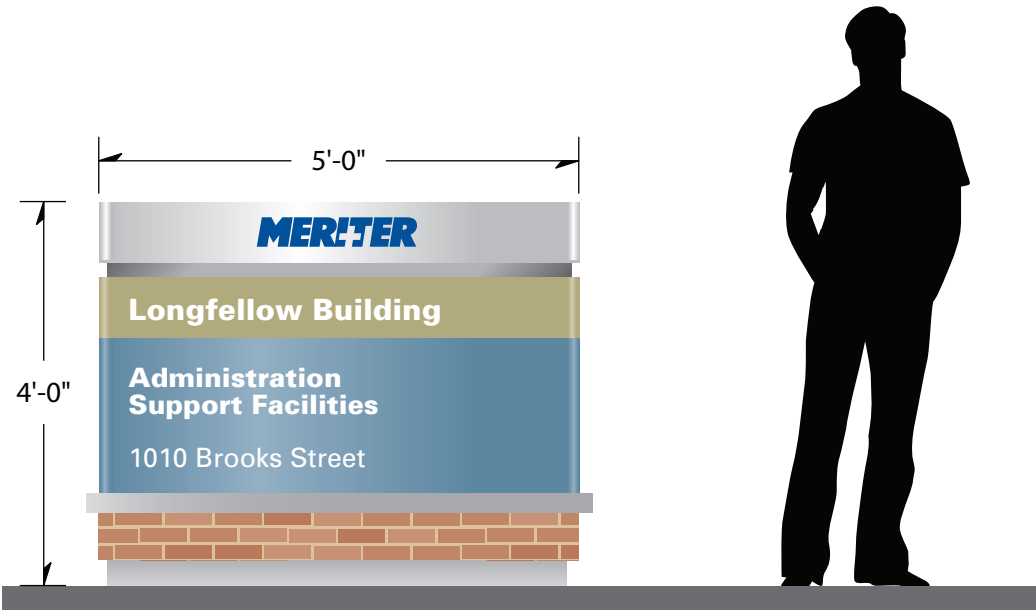
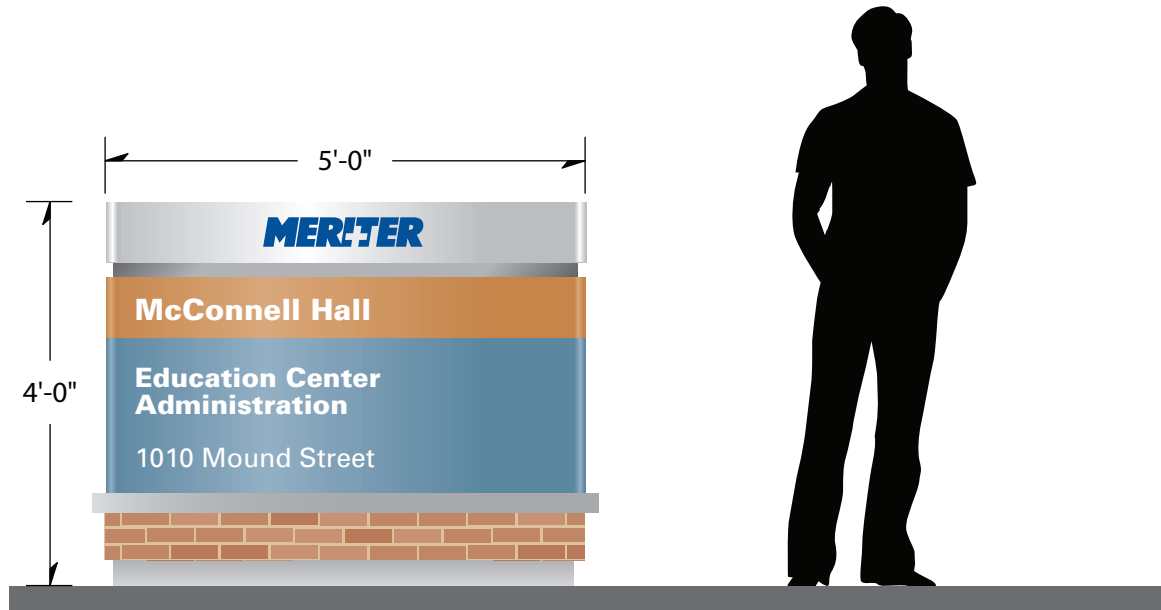
**Building Identification Sign**

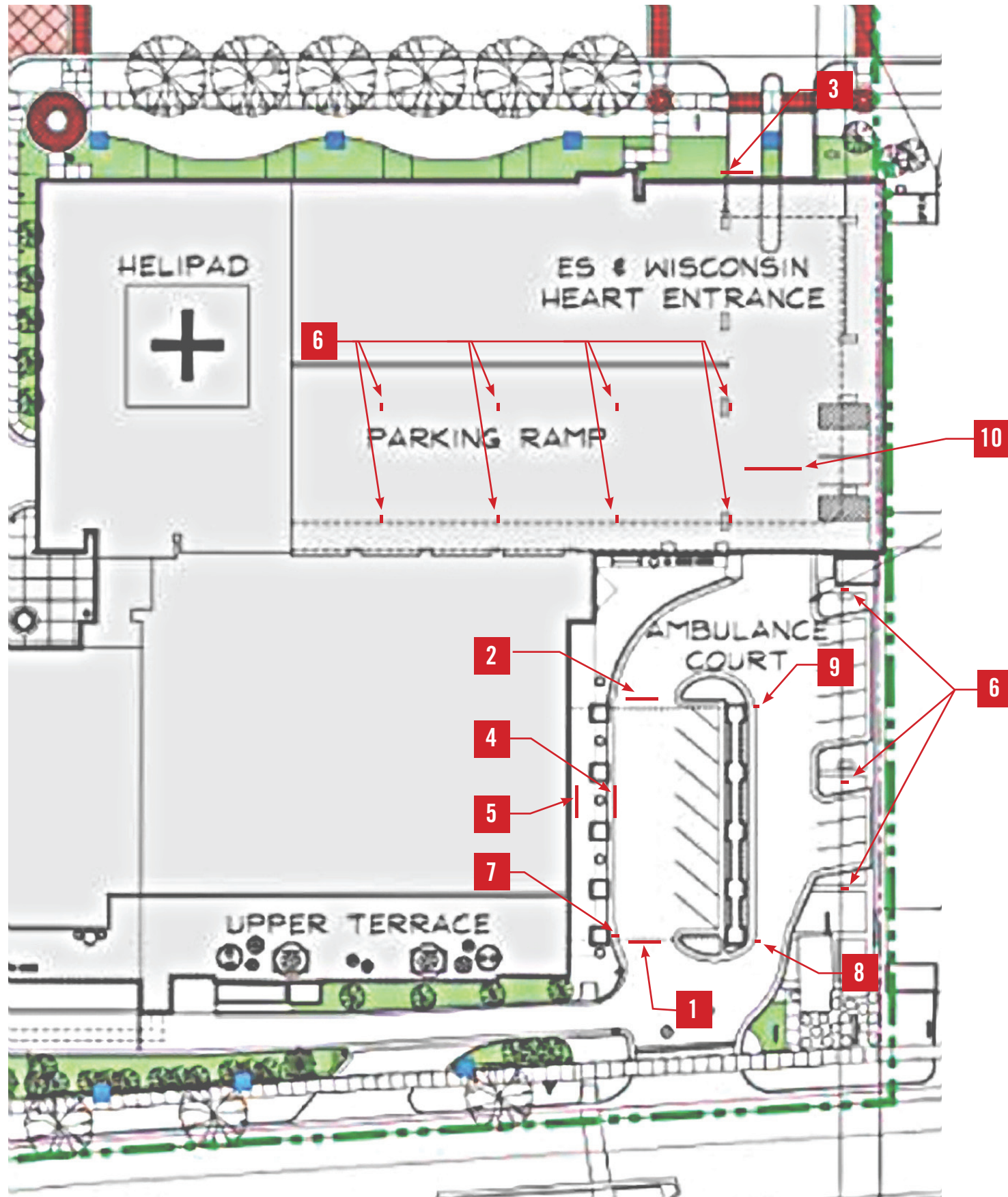
Ground Sign

Signable Area: 2 sided signable area  
30 sq ft (15 sq ft per side)

Materials/Sign Elements:

- brick base
- internally illuminated sign cabinet
- push through lettering, flush to cabinet face
- title color could relate to future interior wayfinding signage program





**ER/ Ambulance Court  
Signage Additions  
Location Plan**

- 1** **Emergency Canopy Facing Park Street**  
Internally Illuminated Aluminum Sign Cabinet  
30' L x 2'8" H x 0'-4" D overall  
84 sq ft signable area
- 2** **Emergency Canopy West Side**  
Internally Illuminated Aluminum Sign Cabinet  
30' L x 2'8" H x 0'-4" D overall  
84 sq ft signable area
- 3** **Emergency Entrance on Mound Street**  
Internally Illuminated Aluminum Sign Cabinet  
30' L x 2'8" H x 0'-4" D overall  
84 sq ft signable area
- 4** **Emergency Entrance Marker, Under Canopy**  
Internally Illuminated Aluminum Sign Cabinet  
25'6" L x 14" H x 0'-4" D overall  
25.5 sq ft signable area
- 5** **Emergency Entrance Doors, Under Canopy**  
Vinyl applied to both slidding ER doors  
6' L x 7' H x 0" D overall  
42 sq ft signable area
- 6** **ER Patient Parking on Columns**  
Aluminum Signage Panel  
3'-6" L x 2'-0" H overall  
7 sq ft signable area
- 7** **Return to ER Parking Directional - Under Canopy**  
Aluminum Signage Cabinet  
4'-5" L x 1'-10" H x 0'-4" D overall  
16 sq ft (8 sq ft per side) signable area
- 8** **ER Vehicle Entry Directional - NE Corner**  
Aluminum Signage Cabinet  
3'-6" L x 2'-3" H x 0'-4" D overall  
16 sq ft (8 sq ft per side) signable area
- 9** **ER Vehicle Entry Directional - NW Corner**  
Aluminum Signage Cabinet  
3'-6" L x 2'-3" H x 0'-4" D overall  
16 sq ft (8 sq ft per side) signable area
- 10** **ER Overhead Directional  
Interior of ER Parking Deck:**  
Interior-lit, Double-sided Aluminum Cabinet  
16' L x 1'-6" H x 0'-4" D overall  
48 sq ft (24 sq ft per side) signable area



**Emergency Canopy Signage**

**1 Emergency Canopy Facing Park Street**  
Internally Illuminated Aluminum Sign Cabinet  
30' L x 2'8" H x 0'-4" D overall  
84 sq ft signable area



**2 Emergency Canopy West Side**  
Internally Illuminated Aluminum Sign Cabinet  
30' L x 2'8" H x 0'-4" D overall  
84 sq ft signable area



**3 Emergency Entrance on Mound Street**  
Internally Illuminated Aluminum Sign Cabinet  
25'10" L x 2'8" H x 0'-4" D overall  
84 sq ft signable area



**4 Emergency Entrance Marker, Under Canopy**  
Internally Illuminated Aluminum Sign Cabinet  
25'6" L x 14" H x 0'-4" D overall  
25.5 sq ft signable area

**5 Emergency Entrance Doors, Under Canopy**  
Vinyl applied to both sliding ER doors  
6' L x 7' H x 0" D overall  
42 sq ft signable area



**6 ER Patient Parking**

Wall Sign

Signable Area: 1 sided signable area  
7 sq ft

Materials/Sign Elements:

- aluminum sign panel mounted to concrete
- paint columns in the ER area of the parking structure

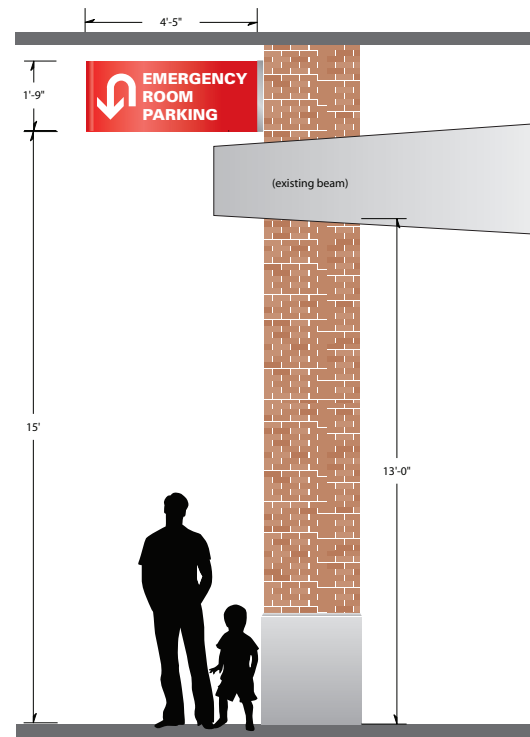
Signs on east and west sides of outside ER columns and on internal ER parking ramp areas



**7 Return to ER Patient Parking**

Blade sign mounted to brick column  
 Signable Area: 1 sided signable area  
 7 sq ft

- Materials/Sign Elements:
- internally illuminated signage cabinet
  - letters and red area for emergency is illuminated
  - signage cabinet blade mounted off brick column
  - mounting hardware to match wayfinding signage

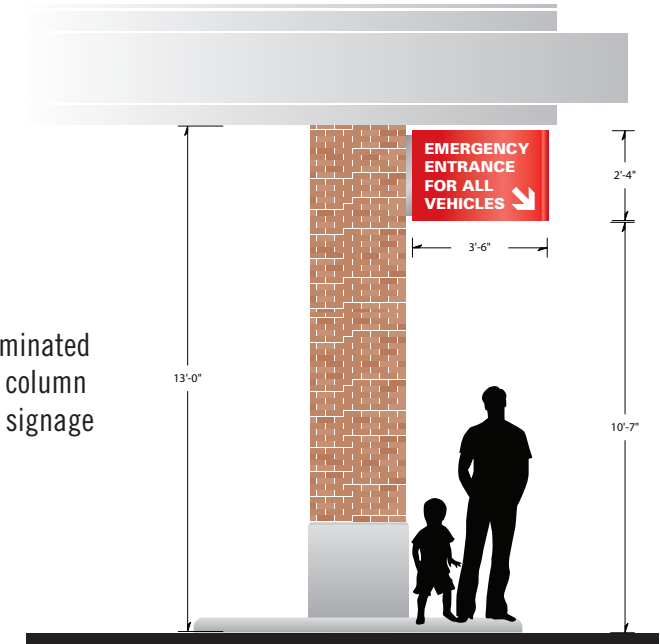


Sign facing west on interior of canopy at end of drive-up lane

**8 ER Vehicle Entry Directional NE corner of Canopy**

Blade sign mounted to brick column  
 Signable Area: 1 sided signable area  
 16 sq ft (8 sq ft per side)

- Materials/Sign Elements: :
- internally illuminated signage cabinet
  - letters and red area for emergency is illuminated
  - signage cabinet blade mounted off brick column
  - mounting hardware to match wayfinding signage

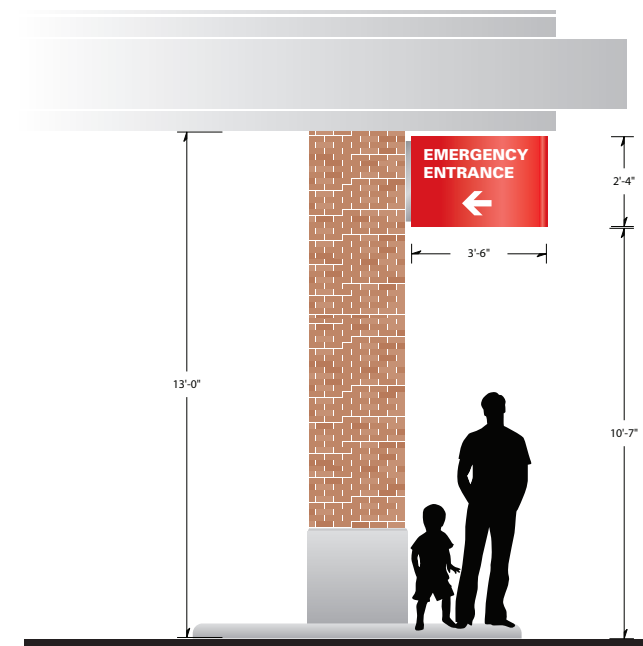


Sign facing east on exterior of canopy, addressing vehicles coming from Park Street

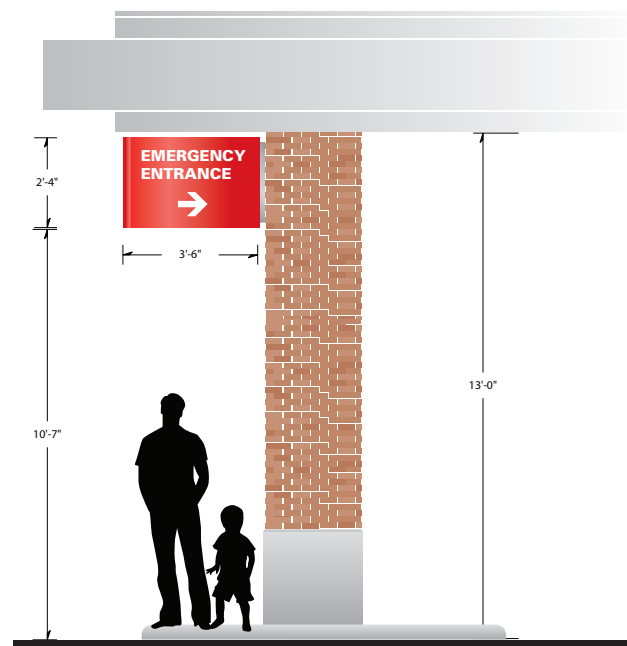
**9 ER Vehicle Entry Directional NW corner of Canopy**

Blade sign mounted to brick column  
 Signable Area: 2 sided signable area  
 16 sq ft (8 sq ft per side)

- Materials/Sign Elements:
- internally illuminated signage cabinet
  - letters and red area for emergency is illuminated
  - signage cabinet blade mounted off brick column
  - mounting hardware to match wayfinding signage



Sign facing east on exterior of canopy, addressing vehicles coming from Park Street



Sign facing west on exterior of canopy, addressing vehicles coming from Mound Street





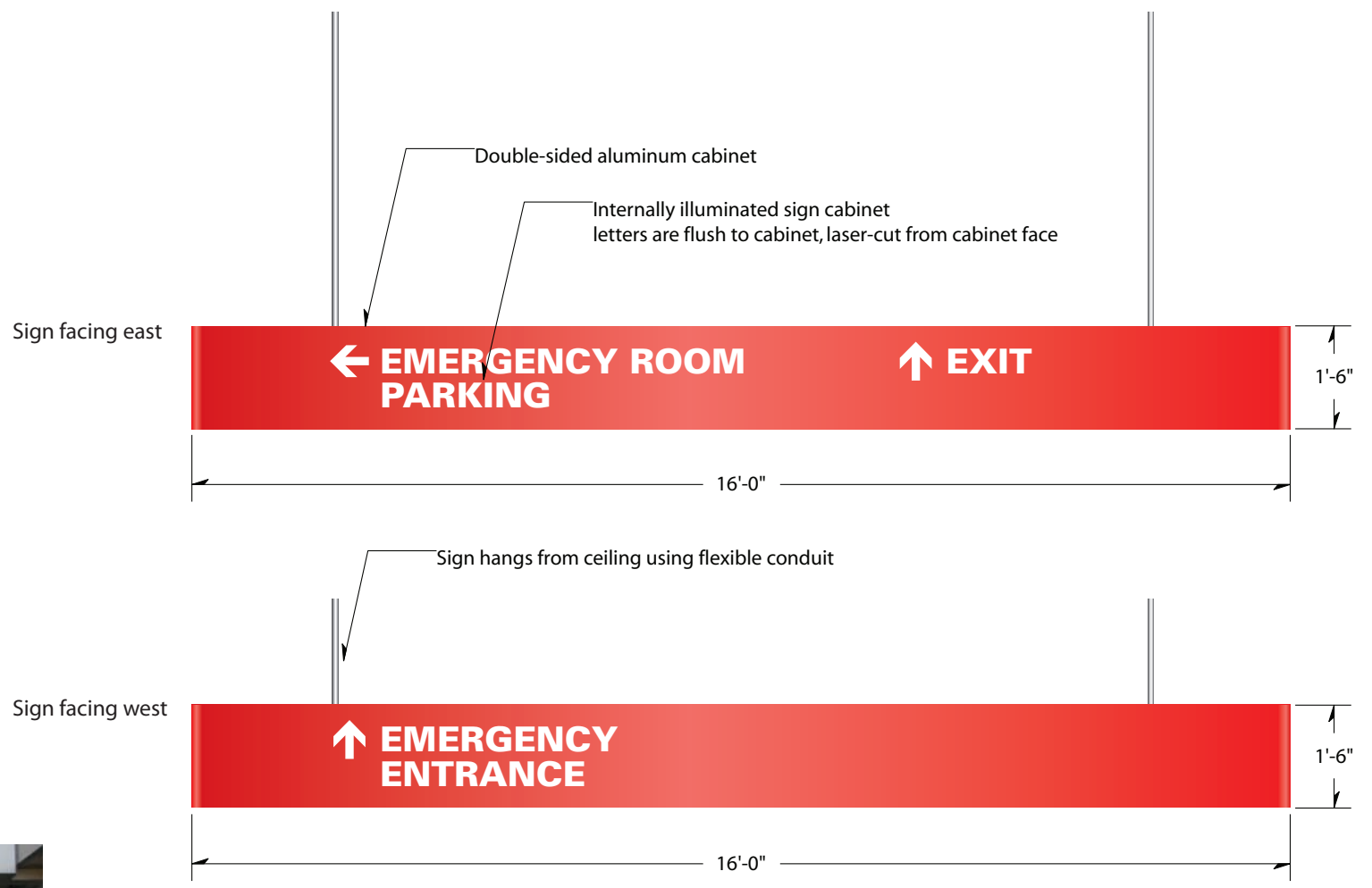
**10 ER Overhead Directional Interior of ER Parking Deck:**

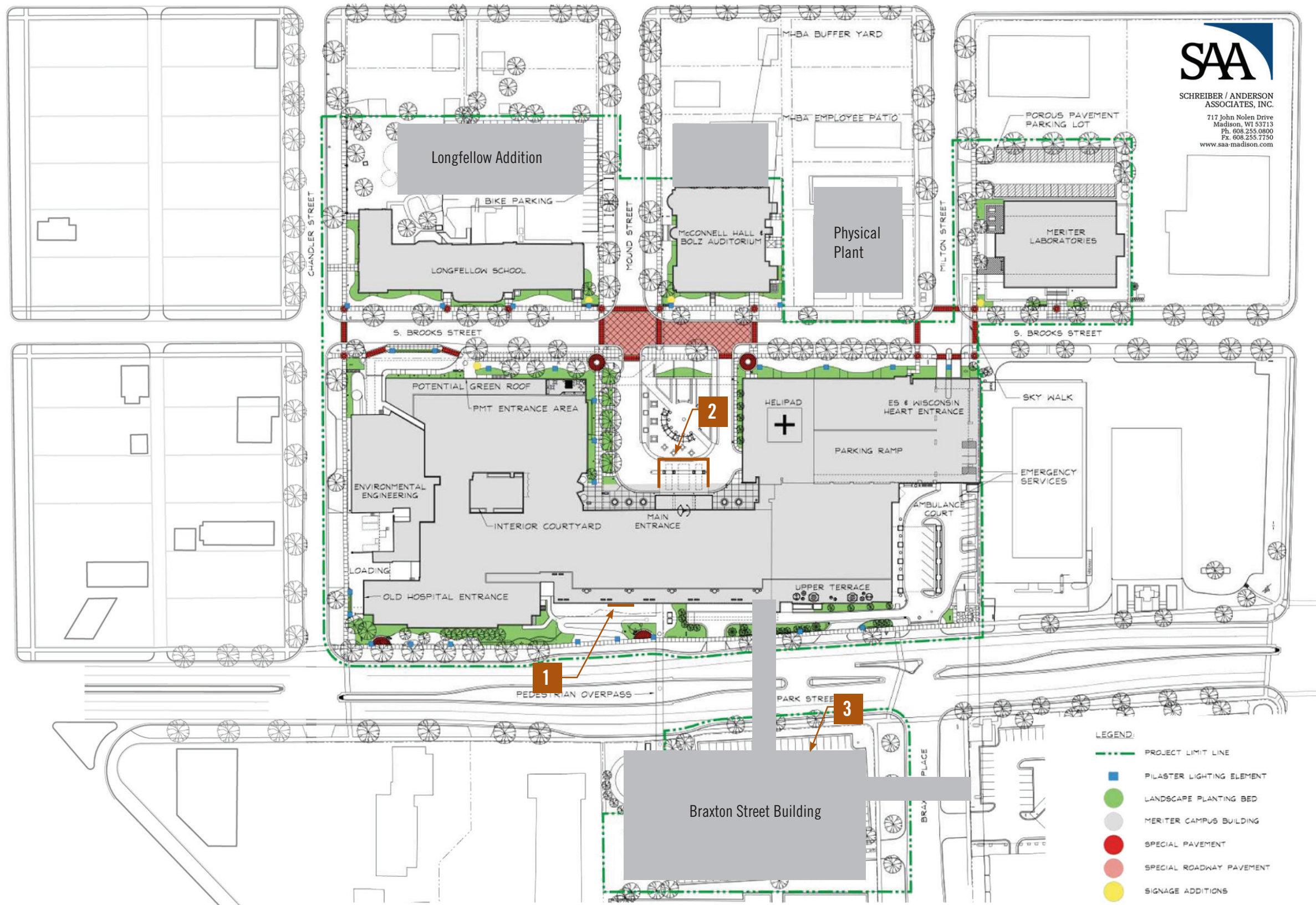
Overhead sign - Double-sided Aluminum Cabinet

Signable Area: 16' L x 1'-6" H x 0'-4" D overall  
48 sq ft (24 sq ft per side) signable area

Materials/Sign Elements:

- internally illuminated signage cabinet
- letters and red area for emergency is illuminated





SCHREIBER / ANDERSON ASSOCIATES, INC.  
 717 John Nolen Drive  
 Madison, WI 53713  
 Ph. 608.255.0800  
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 www.saa-madison.com

### Wall Signage (On Building) Location Plan

- 1 Meriter Main Hospital**  
 Internally Illuminated Identity Sign  
 49'-8" L x 13'-4" H x 7" D overall  
 approx 670 sq ft signable area
- 2 Meriter Main Entrance Canopy**  
 Internally Illuminated Graphics  
 60' L x 31" H (front), 40' L x 31" H (side - 2)  
 approx 460 sq ft signable area
- 3 Braxton Building (future)**  
 Internally Illuminated Identity Sign  
 approx 670 sq ft signable area

- LEGEND:
- PROJECT LIMIT LINE
  - PILASTER LIGHTING ELEMENT
  - LANDSCAPE PLANTING BED
  - MERITER CAMPUS BUILDING
  - SPECIAL PAVEMENT
  - SPECIAL ROADWAY PAVEMENT
  - SIGNAGE ADDITIONS



**1 Meriter Main Building  
Park Street Facade**

Wall Sign

Signable Area: 1 sided signable area  
670 sq ft

Materials/Sign Elements:

- perforated aluminum panel as backer for lettering
- aluminum face dimensional logo letters
- logo letters internally illuminated - blue light projected from back of letters



DAY VIEW



NIGHT VIEW



## 2 Meriter Main Entrance Canopy

Perforated metal panel and lettering added to the current canopy.  
Current white lettering would be removed.

Signable Area: front: 260 sq. ft.  
2 side faces: 200 sq. ft. total

Materials/Sign Elements:

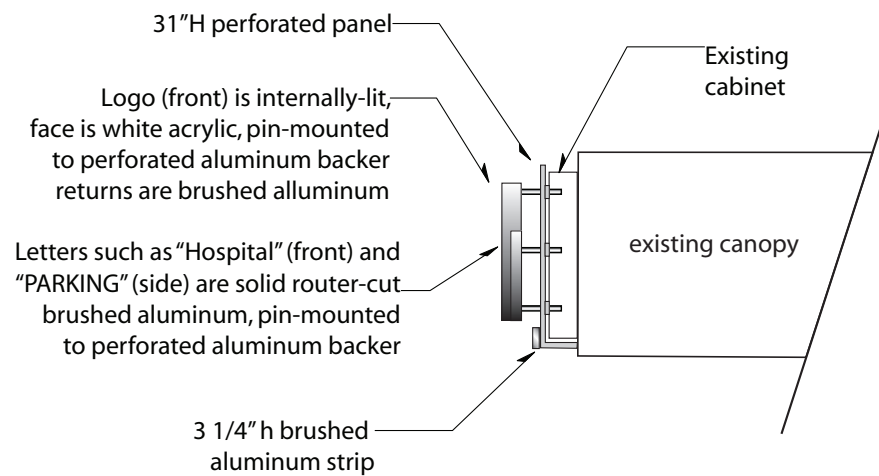
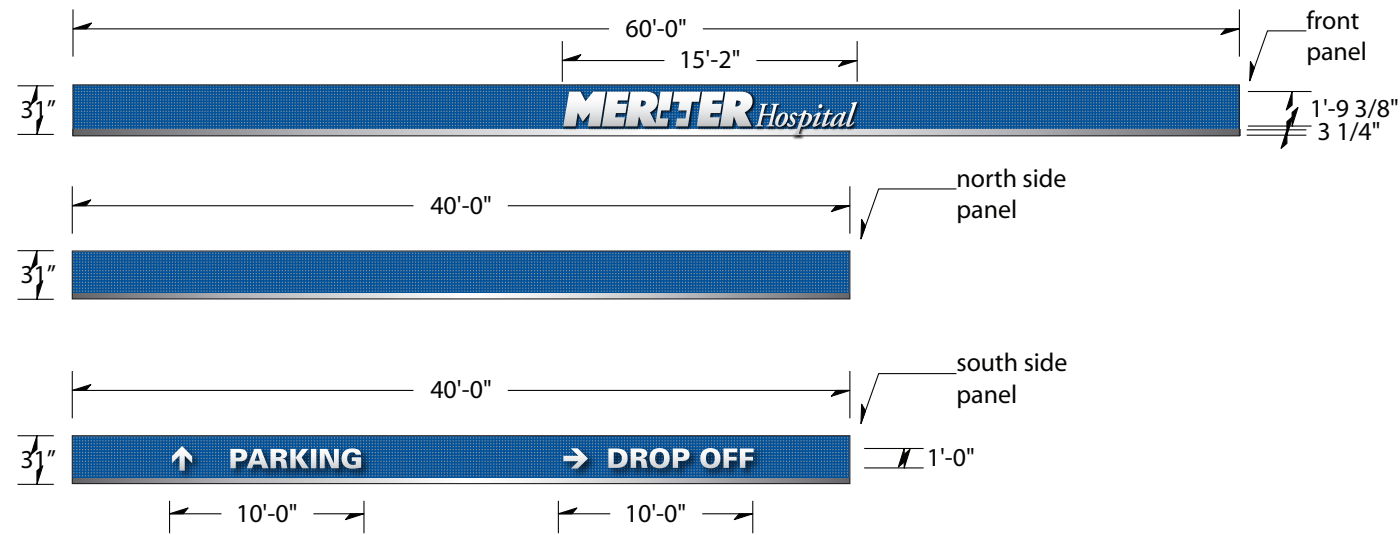
- perforated blue aluminum panel
- internally lit logo and lettering

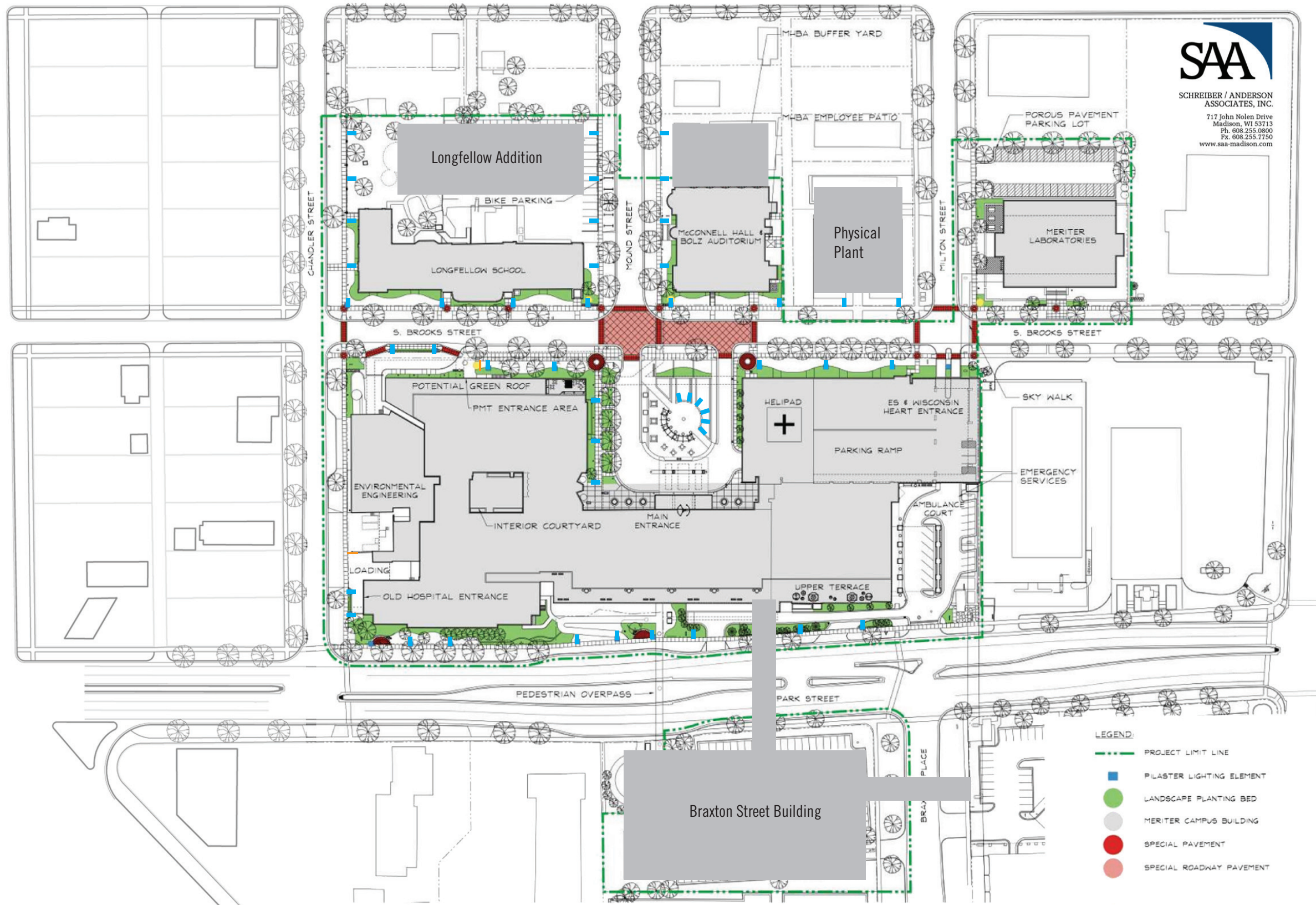


existing



proposed





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**Banner Sign Location Plan  
 Current & Future Campus**

**All Signs:**  
 Banners mounted to post with brick base  
 5'-0" L x 2'-0" H x 0'-0" D overall  
 10 sq ft (10 sq ft per side) signable area

■ Banner Location



## Banner Signs

### Banner Sign

Signable Area: 2 sided signable area  
10 sq ft (10 sq ft per side)

### Materials/ Elements:

- existing banner post with brick base and light
- metal mesh sign panel or solid metal sign panel
- colors to match wayfinding package

### Logo position:

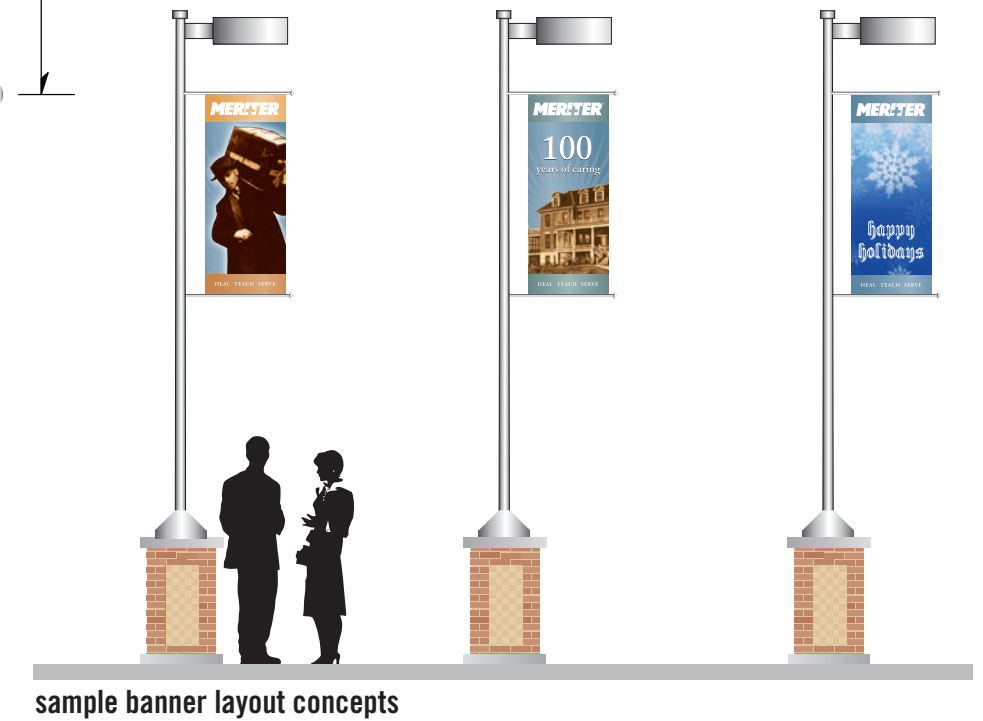
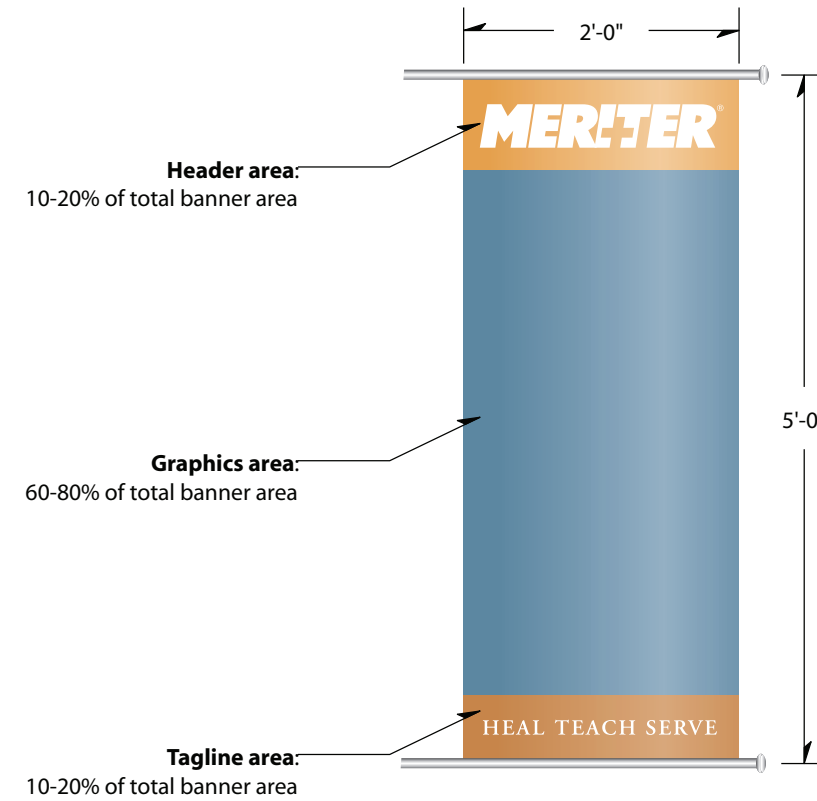
- reversed from color band along top edge of banner

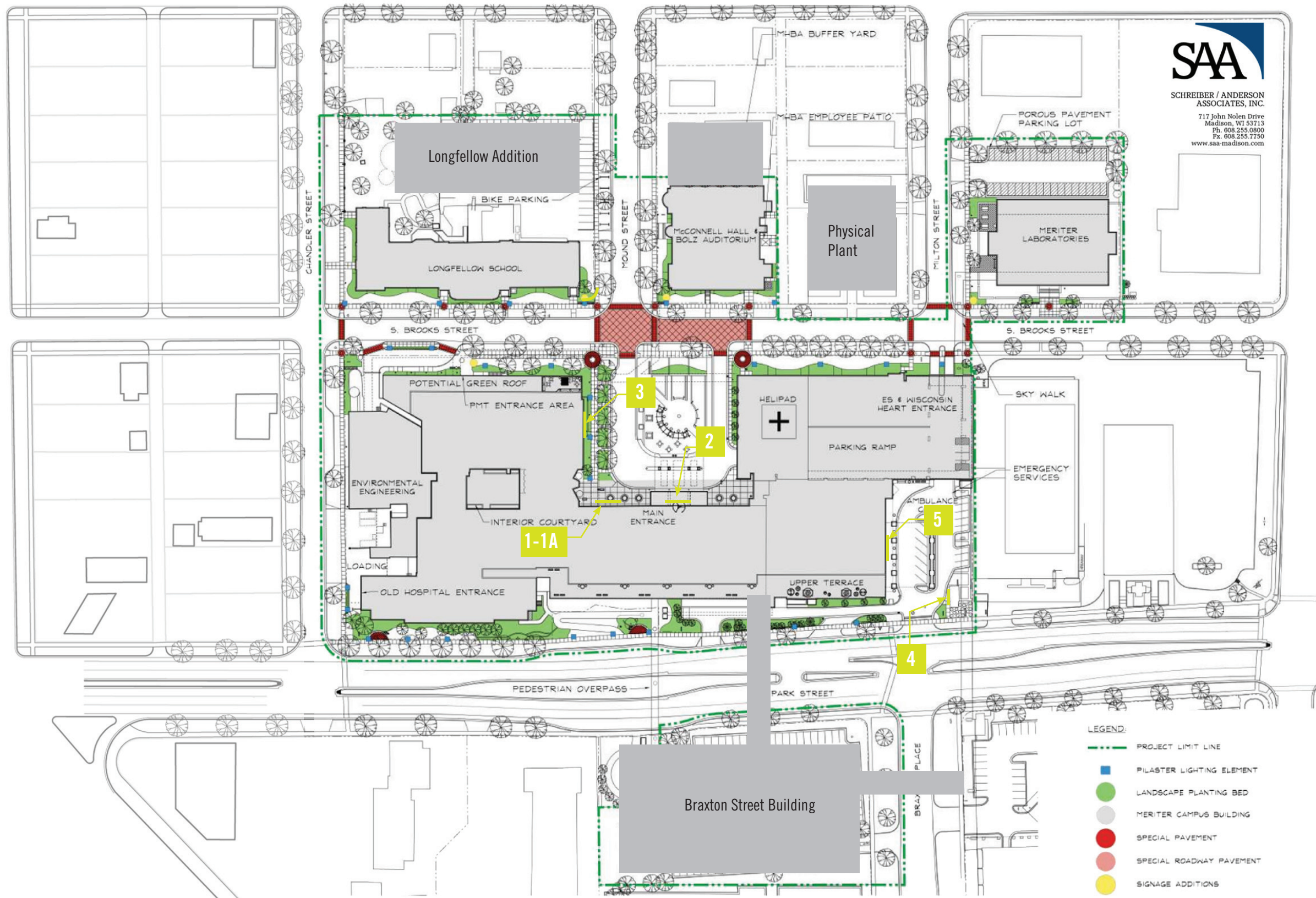
### Typography:

- reversed from background, fonts include: Univers Black, Adobe Caslon Semi-Bold and Helvetica Bold

### Banner Categories:

- Meriter Mission
- Services
- Recognition / Awards
- Community / History
- Seasonal





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### Donor Naming Signage Location Plan

- 1-1A** Donor On-Building Signage Patient Tower
- 2** Donor Columns Main Entrance
- 3** Donor On-Building Signage North Wing
- 4** Donor On-Building Signage Emergency Room Area
- 5** Donor Columns Emergency Room Area

**LEGEND:**

- PROJECT LIMIT LINE
- PILASTER LIGHTING ELEMENT
- LANDSCAPE PLANTING BED
- MERITER CAMPUS BUILDING
- SPECIAL PAVEMENT
- SPECIAL ROADWAY PAVEMENT
- SIGNAGE ADDITIONS



**1 Donor Naming On-Building  
Patient Tower - Option 1**

Wall Sign

Signable Area: 1 sided signable area  
335 sq ft

Materials/Sign Elements:

- perforated aluminum backer panel
- aluminum face dimensional logo letters
- letters are back-lit with white light



**ZD STUDIOS**  
visualculture

111 South Hamilton Street  
Madison, Wisconsin 53703 USA

PROJECT  
MERITER Hospital  
Comprehensive Exterior Signage Plan

PHASE  
Design Development  
NOT FOR PRODUCTION

TITLE  
Donor Naming Concepts  
Patient Tower - Option 1

DATE  
OCTOBER 9, 2009  
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PAGE  
32



**1A Donor Naming On-Building  
Patient Tower - Option 2**

Wall Sign

Signable Area: 1 sided signable area  
335 sq ft

Materials/Sign Elements:

- perforated aluminum backer panel
- aluminum face dimensional logo letters
- letters are back-lit with white light



**ZD STUDIOS**  
visualculture

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PROJECT  
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33

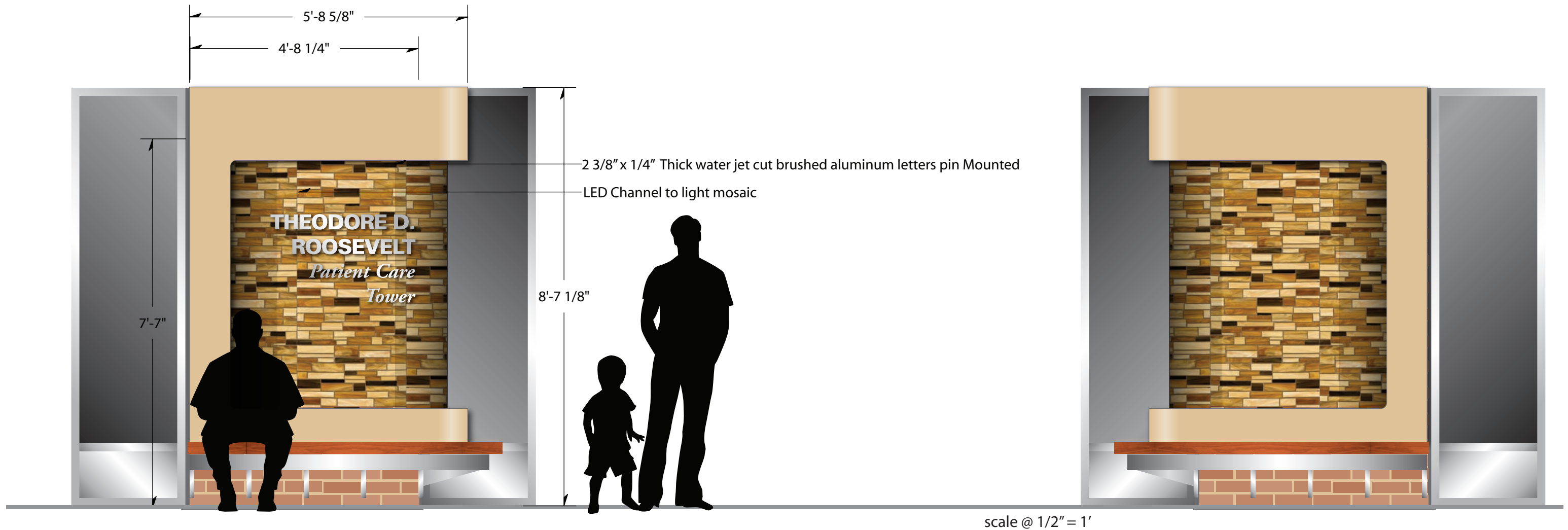
**2 Donor Naming Columns  
Patient Care Tower Entrance**

Design Concept: A donor recognition option that relates aesthetically to the campus wayfinding and monument signage while framing the building's primary entry point

Signable Area: 2 sign locations  
Example shown is approx 50 sq ft each column

Materials/Sign Elements:

- Replaces/covers existing exterior columns at the building front entry
- Concrete structure partially clad with mosaic tile
- Brushed aluminum letters pin mounted to mosaic tile surface
- Recessed led lighting around mosaic edge
- Bench feature replaces existing movable benches



scale @ 1/2" = 1'



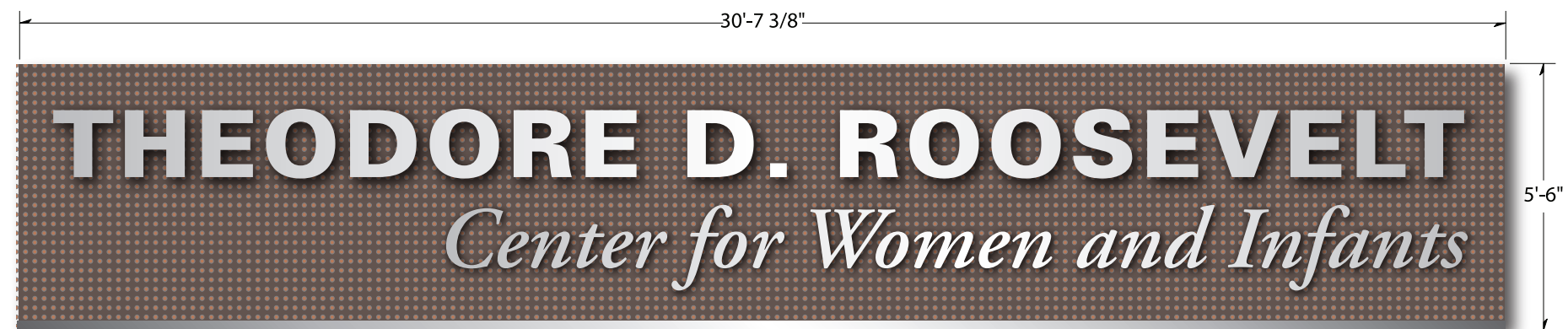
**3 Donor Naming On-Building Signage  
North Wing Area**

Design Concept - Wall Sign adaptable to varied locations

Signable Area: 1 sided signable area  
example shown is approx 160 sq ft

Materials/Sign Elements:

- perforated aluminum panel as backer for lettering
- aluminum face dimensional logo letters
- letters are back-lit with white light



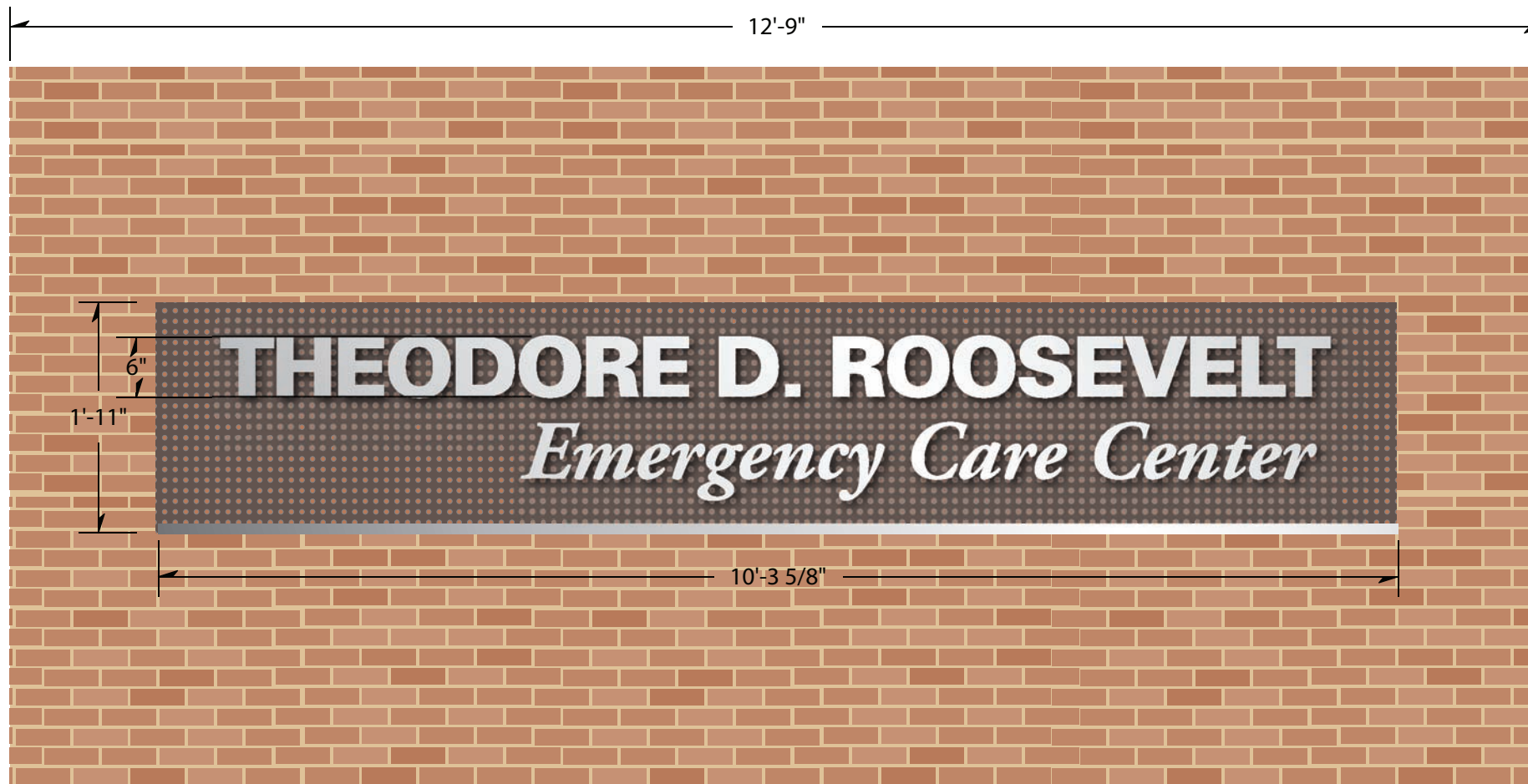
**4 Donor Naming On-Building Signage  
Emergency Room Area**

Design Concept - Wall Sign adaptable to varied locations

Signable Area: 1 sided signable area  
example shown is approx 20 sq ft

Materials/Sign Elements:

- perforated aluminum panel as backer for lettering
- aluminum face dimensional logo letters
- letters are back-lit with white light



**5 Donor Naming Columns  
Emergency Room Entrance**

**Design Concept:** A donor recognition option that relates aesthetically to the campus wayfinding and monument signage while framing the building's emergency room entry point

**Signable Area:** 2 sign locations  
Example shown is approx 42 sq ft each column

**Materials/Sign Elements:**

- Replaces/covers existing exterior columns at entry facade
- Concrete structure partially clad with mosaic tile
- Brushed aluminum letters pin mounted to mosaic tile surface
- Recessed led lighting around mosaic edge

