



# Master Signage Standards Manual & Guideline

# Why Have a Master Signage Standard?

This Master Signage Standards Manual & Guideline was developed to ensure that all UC Davis Health signs are presented in a consistent way across all buildings and properties for both brand value and user experience.

This document provides instruction for acceptable implementation of the signage program, as well as guidance on various options and variance requests. It includes identification and wayfinding signs, code and regulatory signs (including mandated postings), acceptable logos, fonts, colors and other elements related to signage.

All signage related questions should be directed to:

## **Facilities Planning and Development Division Signage Program**

**Email:**  
**[signage@health.ucdavis.edu](mailto:signage@health.ucdavis.edu)**

The UC Davis Health Master Signage Standards Manual & Guideline is intended to be an all-inclusive document for sign designs system wide, and includes sign families broken down into the following chapters:

### **Chapter 1. UNIVERSAL STANDARDS**

These are the universal graphic standards approved for this signage program, which include standard colors, materials, and approved logo treatments. All color and material call-outs throughout this document can be referenced back to this chapter.

### **Chapter 2. INTERIOR IDENTIFICATION**

This chapter includes signage that identifies building entries, departments, restrooms amenities, and other rooms or interior areas throughout the facilities at UC Davis Health.

### **Chapter 3. INTERIOR WAYFINDING**

These are signs intended to guide visitors throughout the space, whether it is from the point of entry to the desired destination, or between destinations. This includes directional signs of varying scales and interior orientation maps, if needed. The final wayfinding program should be thoroughly evaluated with input from the users.

### **Chapter 4. CODE, REGULATORY, & FIRE-LIFE SAFETY**

In addition to ADA compliant identification signs, there are a number of code required signs required for occupancy. The signs in this chapter are meant to comply with the code requirements as they exist at the time of document issue. This includes governing codes such as: CBC, ADAAG, local and international fire code, OSHA and HCAI.

### **Chapter 5. INFORMATIONAL**

This chapter captures the ancillary signs which may be operationally necessary, but not code required, as well as specifications for insert windows for miscellaneous signage needs.

### **Chapter 6. MANDATED POSTINGS**

HCAI requires a number of postings concerning public information, warnings, and patient rights which are required for licensure or the medical facilities and operations. These requirements are updated often, and all mandated postings should be reviewed with the UC Davis Health compliance officer(s) prior to fabrication.

### **Chapter 7. DONOR RECOGNITION**

Many of the UC Davis Health facilities are sponsored by various levels of donor programs. The signs in this chapter illustrate the typical sign types related to donor recognition. Final donor program should be reviewed with the Donor Relations Program Manager.

### **Chapter 8, BUILDING ATTACHED IDENTIFICATION**

Within this chapter are the building attached identification signs, such as skyline logos, facility names, addresses, and entrance identification. This includes building identification for both owned and leased properties.

### **Chapter 9. SITE IDENTIFICATION & WAYFINDING**

This chapter includes site identification monuments and wayfinding for both owned and leased properties, including guidelines for how UC Davis Health should be used on tenant signage.

### **Chapter 10. PUBLIC REALM & SITE REGULATORY**

This chapter includes signage occurring within the public realm such as site and traffic regulatory signage and shuttle stop signage.

### **Chapter 11. PARKING LOTS & STRUCTURES**

This chapter has signage related to parking surface lots and structures only. Other parking scenarios, such as lay-bys or drop off should refer to the public realm or site chapters.

### Chapter 12.

#### TEMPORARY CONSTRUCTION

These signs are for temporary use during construction only.

### Appendix A.

#### FABRICATION AND INSTALLATION DETAILS

Typical fabrication and installation information is provided in this section for planning purposes. To develop fabrication and attachment details that are necessary and acceptable for the particular requirements of each project, the design consultant must coordinate with the architect, sign fabricator, engineers, and other relevant parties

Sign consultants are expected to identify potential installation conflicts—such as wall protection or architectural conditions—during the design process. If signs cannot be installed per typical mounting standards due to such conflicts, the sign consultant must coordinate with the FP&D Signage Program Representative and the project team. An appropriate alternative installation solution is to be proposed for review and approval prior to implementation.

#### Variance Requests

This Master Signage Standards Manual & Guideline is meant to be a prescriptive system which is consistent through all applications. Any variance requests should be submitted to the Facilities Planning and Development Division for the appropriate reviews and approvals.

#### Which Signs to Program

There are a variety of requirements related to opening and operating a medical facility, medical center, or medical office building, and there are a variety of questions to ask when determining the signs needed. Always consult with the Facilities Planning and Development Division Project Manager assigned to the project for an in depth review of the specific project's requirements.

#### NOTE FOR CONSTRUCTION PROJECTS

After the initial installation, it is expected that additional signage or amendments may be required pending licensure walk-throughs and staff & stock. All projects should reserve a contingency fund for these signs.

All construction projects should also consider wayfinding updates as required.

#### NOTE FOR ALL PROJECTS

It is expected that users may require additional signage based on their functional needs as discovered during staff & stock of a new space or facility. An additional walk should be scheduled with the end-user to review any final signage needs prior to first date of patient care.

#### Who Can Use this Manual?

This Sign Manual contains all the necessary components for a designer or architect to program a comprehensive sign package suitable to share with a fabricator. It is also designed in such a way that UC Davis Health Facilities Planning and Development Division or PO&M may pull cut-sheets for smaller projects such as department relocations or sign replacements that may be requested by the user.

Regardless of the scale of the project, all signage packages should be submitted to the Facilities Planning and Development Division for review and approval.

#### UC Davis Health Brand Standards

All logos and logo treatments within this signage program are meant to comply with the UC Davis Health Brand Standards Guidelines.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be required, Public Affairs and Marketing will create the new logo and make it available in digital format. Any placeholders used in signage designs should be clearly indicated as “For Placement Only” or “FPO”, and final art should be confirmed prior to fabrication.