

# Chapter 7: Donor Recognition

## Overview

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UC Davis Health Sciences Development and Alumni Relations Department manages all donor campaigns for all facilities, system wide. Most programs are ongoing, and therefore the donor sign program is standardized as defined in this chapter.

Larger donor recognition displays such as walls or freestanding structures are not included in this document. Please consult with Development if you expect this type of signage may impact your project coordination.

Consultant to verify the need for additional support of signs which may weigh more than 20 lbs. on a project specific basis, prior to fabrication and installation. Additional architecturally integrated and coordinated backing is required for hospital facilities per HCAI, and is recommended for consideration at all facilities.

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# Donor Recognition

Sign Family Overview

Dr. Jane and Jonathan  
Donor, M.D.  
Donated Room Name

Dr. Jane and  
Jonathan Donor  
Donated Room Name

Dr. Jane and  
Jonathan Donor  
Donated Room Name

Dr. Jane and Jonathan Donor  
Donated Room Name

DR.01  
Donor Recognition  
**Associates**  
(\$5K–\$24.9K)

DR.02  
Donor Recognition  
**Friends**  
(\$25K–\$99.9K)

DR.03.1  
Donor Recognition  
**Patrons, Tier I**  
(\$100K–\$499.9K)

DR.03.2  
Donor Recognition  
**Patrons, Tier II**  
(\$500K–\$999.9K)

Dr. Jane and  
Jonathan Donor  
Donated Room  
Name

Dr. Jane and Jonathan Donor  
Donated Room Name

DR.04.2  
Donor Recognition  
**Visionaries, Secondary**  
(\$1M–\$4.9M)

DR.04.1  
Donor Recognition  
**Visionaries, Primary**  
(\$1M–\$4.9M)

Dr. Jane and Jonathan Donor  
Donated Room Name

DR.05  
Donor Recognition  
**Benefactors**  
(\$5M–\$9.9M)

Dr. Jane and Jonathan Donor  
Donated Room Name

DR.06  
Donor Recognition  
**Founders**  
(\$10M+)

# Donor Recognition

## DR.01

## Donor Recognition, Associates

### Donation Level

- \$5K–\$24.9K

### Usage

- This sign type is used to identify the donor and donated room or space.
- This sign does not fulfill ADA requirement for tactile text and braille room identification; intended for donor recognition only.

### Placement

- Typical Placement: 1/2" above corresponding room sign.
- Alternate Placement: To be evaluated on a case-by-case basis in coordination with Donor Relations management and FP&D Signage Program Representative.

### Components

- (A) 1/4" thick brushed aluminum plaque
  - Finish: horizontal grain and sandblasted edges; satin clear coat over finished sign
- (B) Graphics: UV cured digital print
  - Donor Name Typeface: Proxima Nova Regular, 1/2" cap
  - Room Name Typeface: Proxima Nova Light, 3/8" cap
- (C) Accent Bar: UV cured digital print; 1/16" thick

### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications.

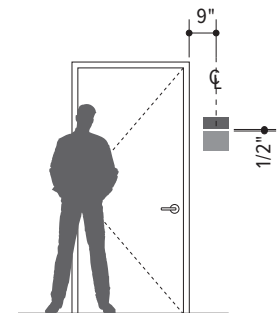
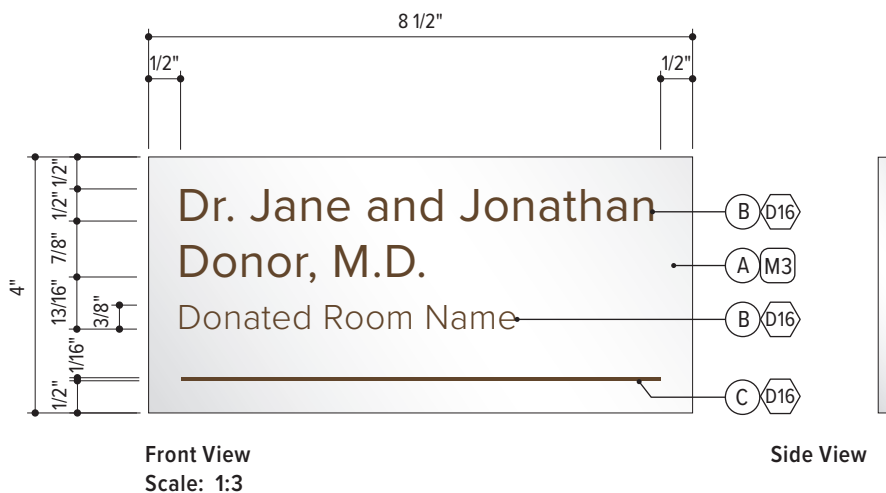
(D16) Brown PMS 462C

(M3) Brushed Aluminum

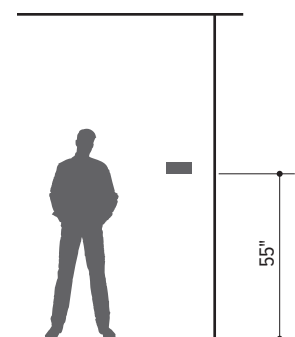
### Installation

- See Appendix A, Drawing FD.10 for approved standard fabrication and installation detail.
- The need for a glass backup or coordinated signage as backup to be evaluated on a project specific basis.

**NOTE: Maximum copy size is shown for Donor Name. Copy size for Donated Room Name may be reduced to fit two lines of text, if needed.**



Installation Context  
with Door Sign  
Scale: 3/16" = 1'-0"



Installation Context  
without Door Sign  
Scale: 3/16" = 1'-0"

Dr. Erika Wood

Pediatric Exam Room

One-line Donor, One-line Room Name

Dr. Erika L. Wood  
and Catherine E. Wood

Pediatric Exam Room

Two-line Donor, One-line Room Name

3/4"

9/16"

5/16"

Dr. Erika L. Wood  
and Catherine E. Wood

Sensory Friendly  
Pediatric Exam Room

Two-line Donor, Two-line Room Name  
Donated Room Name Reduced to 11/32"

3/4"

5/16"

Dr. Erika Louise Wood  
and Catherine  
Elizabeth Wood

Pediatric Exam Room

Three-line Donor, One-line Room Name  
Donated Room Name Reduced to 5/16"

Scale: 1:3

# Donor Recognition

## DR.02

## Donor Recognition, Friends

**Donation Level**

- \$25K–\$99.9K

**Usage**

- This sign type is used to identify the donor and donated room or space.
- This sign does not fulfill ADA requirement for tactile text and braille room identification; intended for donor recognition only.

**Placement**

- Typical Placement: 1/2" above corresponding room sign.
- Alternate Placement: To be evaluated on a case-by-case basis in coordination with Donor Relations management and FP&D Signage Program Representative.

**Components**

- Ⓐ 1/4" thick brushed aluminum plaque
  - Finish: horizontal grain and sandblasted edges; satin clear coat over finished sign

- Ⓑ Graphics: UV cured digital print
  - Donor Name Typeface: Proxima Nova Regular
  - Room Name Typeface: Proxima Nova Light, 7/16" cap
- Ⓒ Accent Bar: UV cured digital print; 1/16" thick

**Colors & Materials**

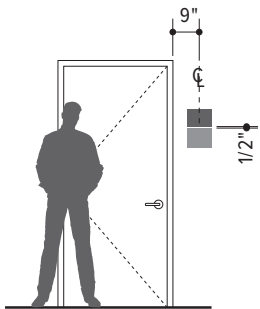
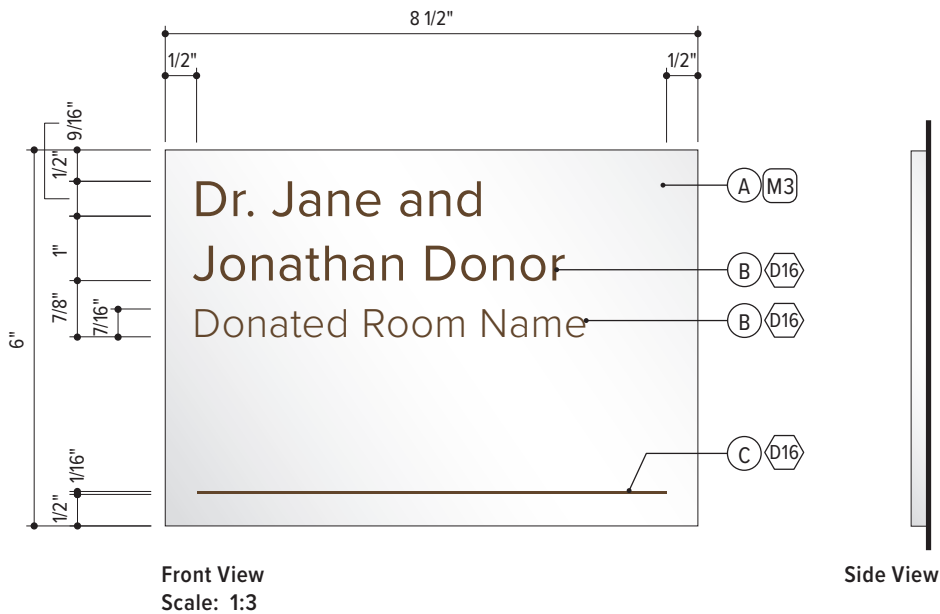
References as noted below. See Chapter 1: Universal Standards for specifications.

Ⓐ Brown PMS 462C      Ⓜ3 Brushed Aluminum

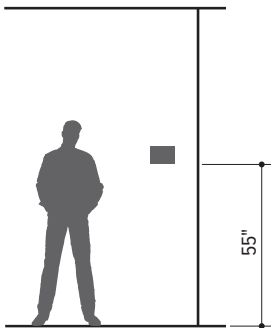
**Installation**

- See Appendix A, Drawing FD.10 for approved standard fabrication and installation detail.
- The need for a glass backup or coordinated signage as backup to be evaluated on a project specific basis.

**NOTE:** Maximum copy size is shown for Donor Name. Copy size for Donated Room Name may be reduced to fit additional lines of text, if needed.



Installation Context with Door Sign  
Scale: 3/16" = 1'-0"



Installation Context without Door Sign  
Scale: 3/16" = 1'-0"

Dr. Erika Wood

Pediatric Exam Room

One-line Donor, One-line Room Name

Dr. Erika and  
Catherine Wood

Pediatric Exam Room

Two-line Donor, Two-line Room Name

Dr. Erika L. Wood  
and Catherine E.  
Wood

Pediatric Exam Room

Three-line Donor, One-line Room Name

Dr. Erika L. Wood  
and Catherine E.  
Wood

Sensory Friendly  
Pediatric Exam Room

Three-line Donor, Two-line Room Name

Dr. Erika Louise  
Wood and  
Catherine  
Elizabeth Wood

Pediatric Exam Room

Four-line Donor, One-line Room Name

Dr. Erika Louise  
Wood and  
Catherine  
Elizabeth Wood

Sensory Friendly  
Pediatric Exam Room

Four-line Donor, Two-line Room Name  
Donated Room Name Reduced to 11/32"

## Donor Recognition

## DR.03.1

## Donor Recognition, Patrons Tier I

### Donation Level

- \$100K–\$499.9K

## Usage

- This sign type is used to identify the donor and donated room or space.
- This sign does not fulfill ADA requirement for tactile text and braille room identification; intended for donor recognition only.

## Placement

- Typical Placement: 1/2" above corresponding room sign.
- Alternate Placement: To be evaluated on a case-by-case basis in coordination with Donor Relations management and FP&D Signage Program Representative.

## Components

- (A) 1/4" thick brushed aluminum plaque
  - Finish: horizontal grain and sandblasted edges; satin clear coat over finished sign

- (B) Graphics: UV cured digital print
- Donor Name Typeface: Proxima Nova Regular, 5/8" cap
  - Room Name Typeface: Proxima Nova Light, 1/2" cap
- (C) Accent Bar: UV cured digital print; 1/16" thick

## Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications.

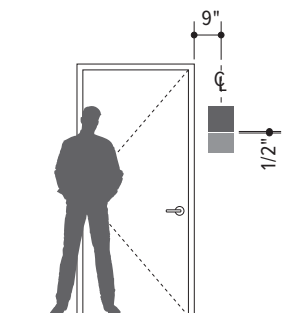
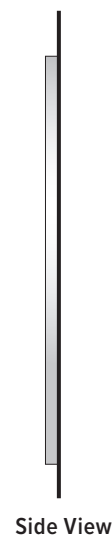
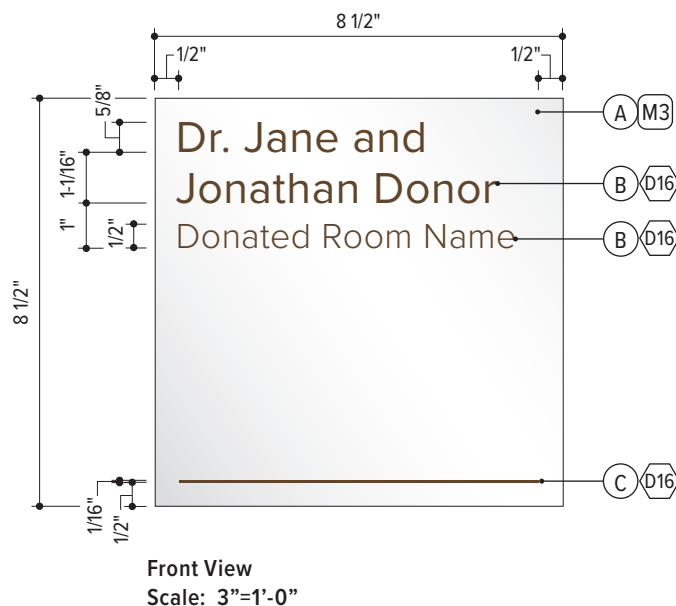
 Brown PMS 462C

**M3** Brushed Aluminum

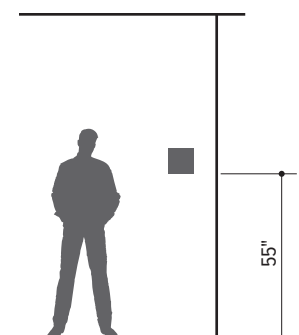
## Installation

- See Appendix A, Drawing FD.10 for approved standard fabrication and installation detail.
- The need for a glass backup or coordinated signage as backup to be evaluated on a project specific basis.

NOTE: Maximum copy size is shown for Donor Name. Copy size for Donated Room Name may be reduced to fit additional lines of text, if needed.



**Installation Context  
with Door Sign  
Scale: 3/16" = 1'-0"**



Installation Context  
without Door Sign  
Scale: 3/16" = 1'-0"



# Donor Recognition

DR.03.1

Additional Layouts

Dr. Erika Wood  
Pediatric Exam Room

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One-line Donor, One-line Room Name

Dr. Erika and  
Catherine Wood  
Pediatric Exam Room

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Two-line Donor, Two-line Room Name

Dr. Erika L. Wood  
and Catherine E.  
Wood  
Sensory Friendly  
Pediatric Exam Room

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Three-line Donor, Two-line Room Name

Dr. Erika L. Wood  
and Catherine E.  
Wood  
Pediatric Exam Room

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Three-line Donor, Two-line Room Name

Dr. Erika Louise  
Wood and  
Catherine  
Elizabeth Wood  
Pediatric Exam Room

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Four-line Donor, One-line Room Name

Dr. Erika Louise  
Wood and  
Catherine  
Elizabeth Wood  
Sensory Friendly  
Pediatric Exam Room

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Four-line Donor, Two-line Room Name

# Donor Recognition

## DR.03.2

## Donor Recognition, Patrons Tier II

### Donation Level

- \$500K–\$999.9K

### Usage

- This sign type is used to identify the donor and donated room or space.
- This sign does not fulfill ADA requirement for tactile text and braille room identification; intended for donor recognition only.

### Placement

- Typical Placement: 1/2" above corresponding room sign.
- Alternate Placement: To be evaluated on a case-by-case basis in coordination with Donor Relations management and FP&D Signage Program Representative.

### Components

- (A) 1/4" thick brushed aluminum plaque
  - Finish: horizontal grain and sandblasted edges; satin clear coat over finished sign
- (B) Graphics: UV cured digital print
  - Donor Name Typeface: Proxima Nova Regular, 1" cap
  - Room Name Typeface: Proxima Nova Light, 3/4" cap
- (C) Accent Bar: UV cured digital print; 1/16" thick

### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications.

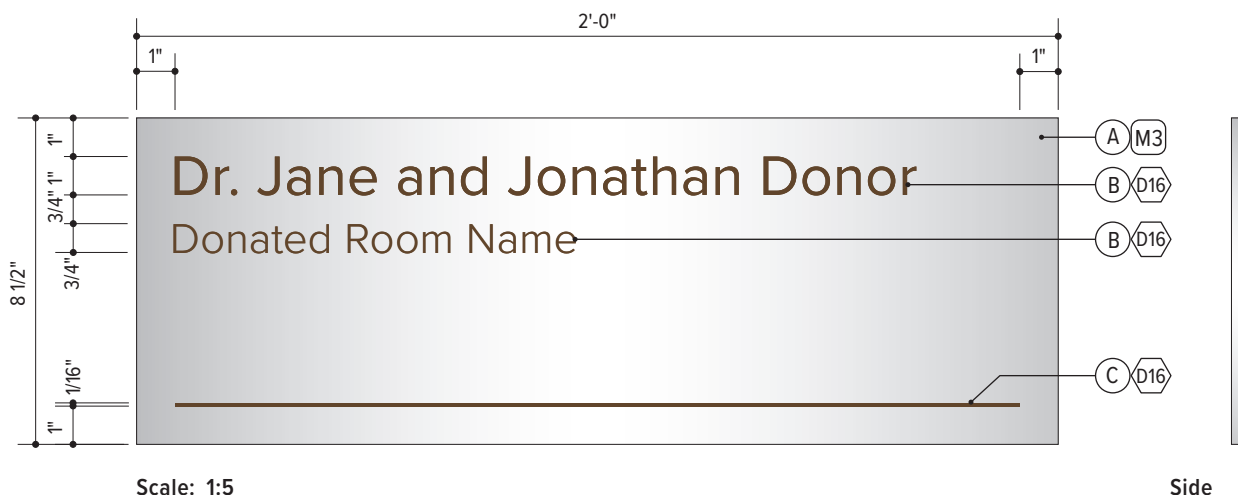
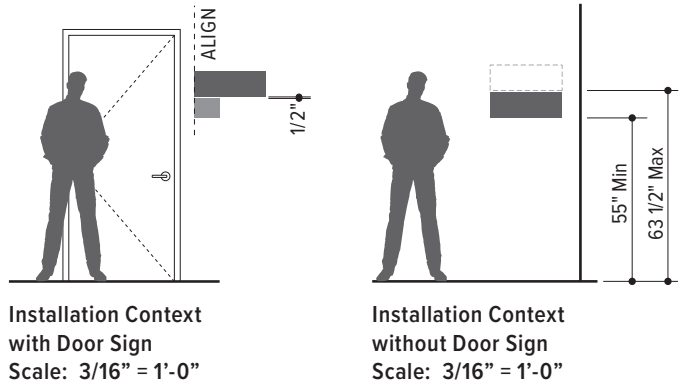
(D16) Brown PMS 462C

(M3) Brushed Aluminum

### Installation

- See Appendix A, Drawing FD.10 for approved standard fabrication and installation detail.
- The need for a glass backup or coordinated signage as backup to be evaluated on a project specific basis.

**NOTE: Maximum copy size is shown for Donor Name. Copy size for Donated Room Name may be reduced to fit additional lines of text, if needed.**



**Dr. Erika and Catherine Wood**  
Sensory Friendly Pediatric Waiting Area

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**Dr. Erika Louise Wood and  
Catherine Elizabeth Wood**  
Sensory Friendly Pediatric Waiting Area

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**Dr. Erika Louise Wood and  
Catherine Elizabeth Wood  
Charitable Trust Foundation**  
Sensory Friendly Pediatric Waiting Area

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Scale: 1:5

# Donor Recognition

## DR.04.1

## Donor Recognition, Visionaries, Primary

### Donation Level

- \$1M–\$4.9M

### Usage

- This sign is for Visionary Donors.
- If the donated space is a room with two entrances, the primary entrance should use this sign, and the secondary entrance should use DS.04.2.

Final size, layout, and color to be evaluated on a case-by-case basis in consideration of the architectural conditions where the sign will be placed. Maximum size shown.

Final color/material is required to have sufficient contrast with finished wall. Signage requires coordination with interior design and architecture, and approval by UC Davis Health Facilities Planning and Development Division.

### Placement

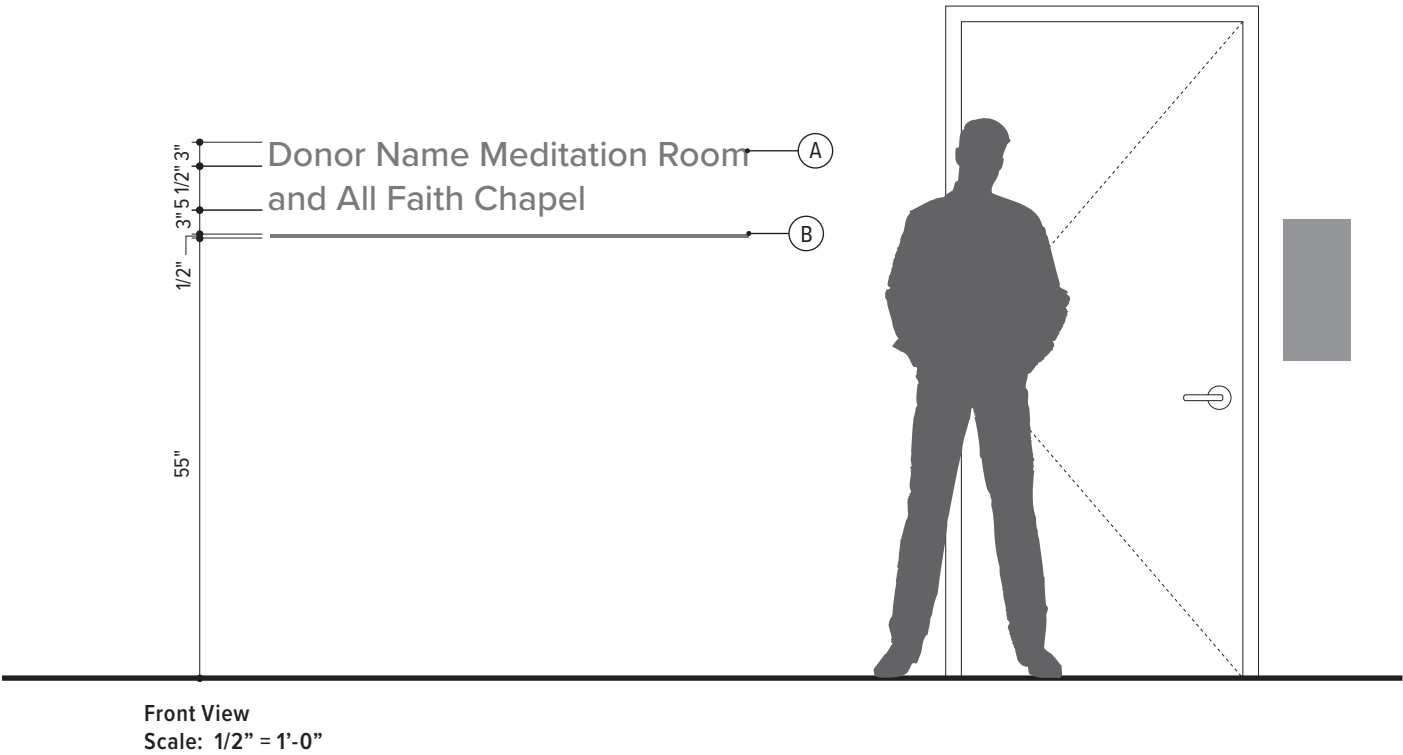
- Placement to be determined on a case-by-case basis in coordination with the Department of Donor Relations and UC Davis Health Sign Program Representative.

### Components

- Ⓐ Text: 1/2" thick painted aluminum or acrylic letters with satin clear coat
  - Neutral color to be selected to provide sufficient contrast for readability and to complement surrounding finishes
  - Typeface: Proxima Nova Medium, 3" cap
- Ⓑ Accent Bar: 1/2" thick painted aluminum or acrylic accent bar to match width and finish of place name above

### Installation

- See Appendix A, Drawing FD.05 or FD.06 for approved standard fabrication and installation detail.



# Donor Recognition

## DR.04.2

### Donation Level

- \$1M–\$4.9M

### Usage

- This sign is a supplemental sign for DS.04.1 only.
- When the donated space is a room with two entrances, the secondary entrance should use this sign, and the primary entrance should use DS.04.1.

### Placement

- Place 1/2" above corresponding room sign.
- Final placement to be evaluated on a case-by-case basis in coordination with Donor Relations management and UC Davis Health Sign Program Representative.

### Components

- Ⓐ 1/4" thick brushed aluminum plaque
  - Finish: horizontal grain and sandblasted edges; satin clear coat over finished sign

## Donor Recognition, Visionaries, Secondary

- Ⓑ Graphics: etched and filled text
  - Donor Name Typeface: Proxima Nova Regular, 11/16" cap
  - Room Name Typeface: Proxima Nova Light, 9/16" cap
- Ⓒ Accent Bar: etched and filled; 1/16" thick

### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications.

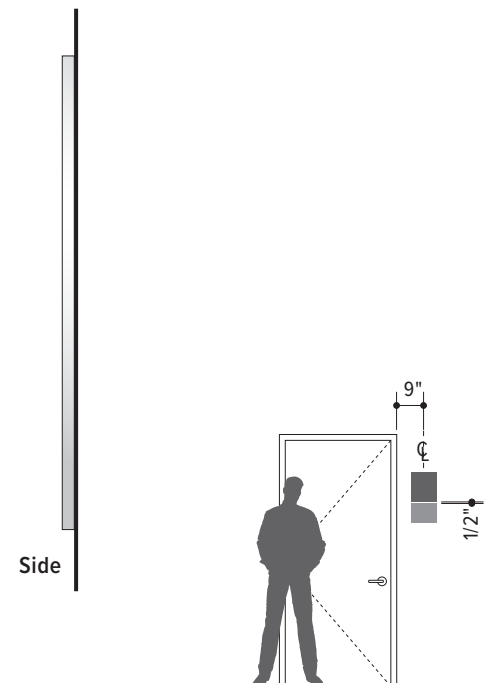
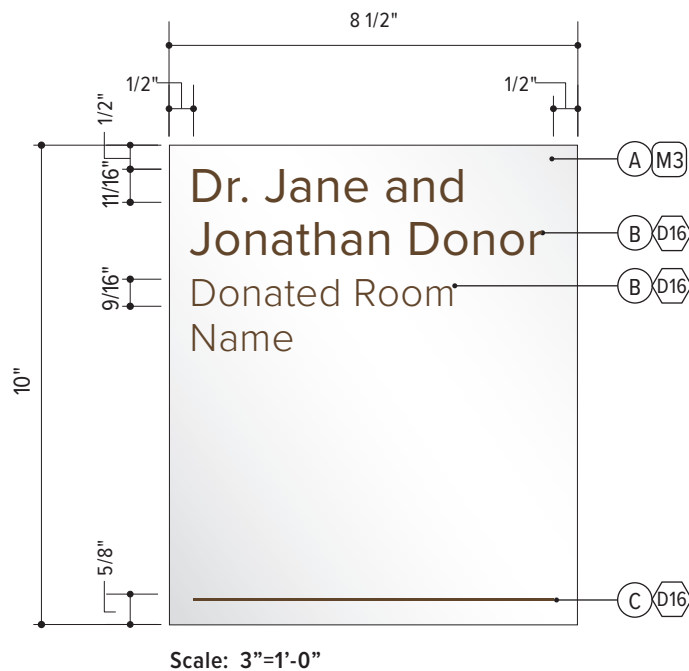
Ⓓ16 Brown PMS 462C

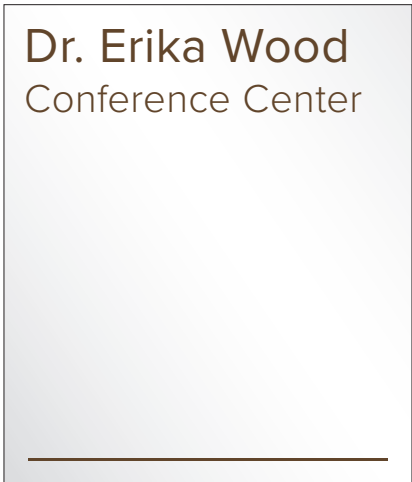
Ⓜ3 Brushed Aluminum

### Installation

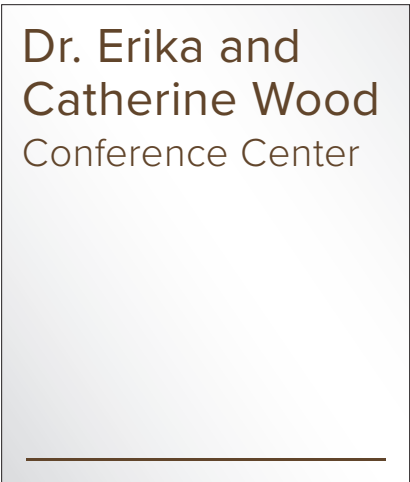
- See Appendix A, Drawing FD.10 for approved standard fabrication and installation detail.
- The need for a glass backup or coordinated signage as backup to be evaluated on a project specific basis.

**NOTE: Maximum copy size is shown for Donor Name. Copy size for Donated Room Name may be reduced to fit additional lines of text, if needed.**

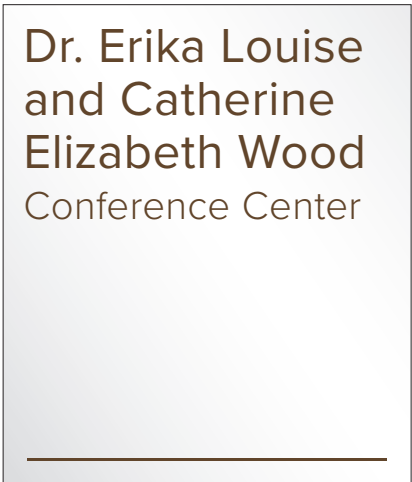




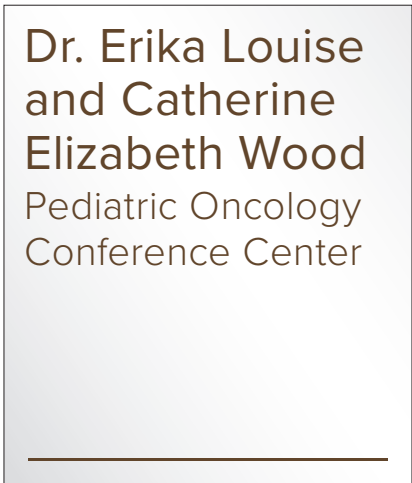
One-line Donor, One-line Room Name



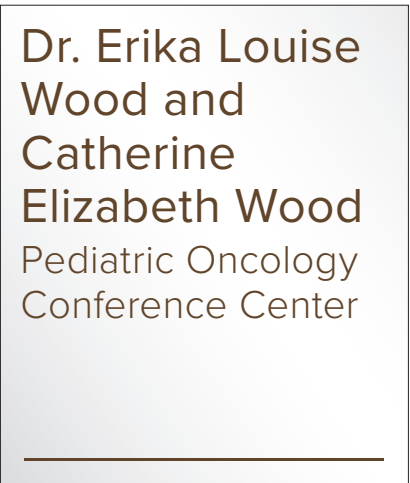
Two-line Donor, One-line Room Name



Three-line Donor, One-line Room Name



Three-line Donor, Two-line Room Name



Four-line Donor, Two-line Room Name

Scale: 3"=1'-0"

# Donor Recognition

## DR.05

## Donor Recognition, Benefactors

### Donation Level

- \$5M–\$9.9M

### Usage

- This sign is for Benefactor Donors.
- If the donated space is a room with two entrance, the primary entrance should use this sign, and the secondary entrance should use DS.04B.

Final size, layout, and color to be evaluated on a case-by-case basis in consideration of the architectural conditions where the sign will be placed. Maximum size shown.

Final color/material is required to have sufficient contrast with finished wall. Signage requires coordination with interior design and architecture, and approval by UC Davis Health Facilities Planning and Development Division.

### Placement

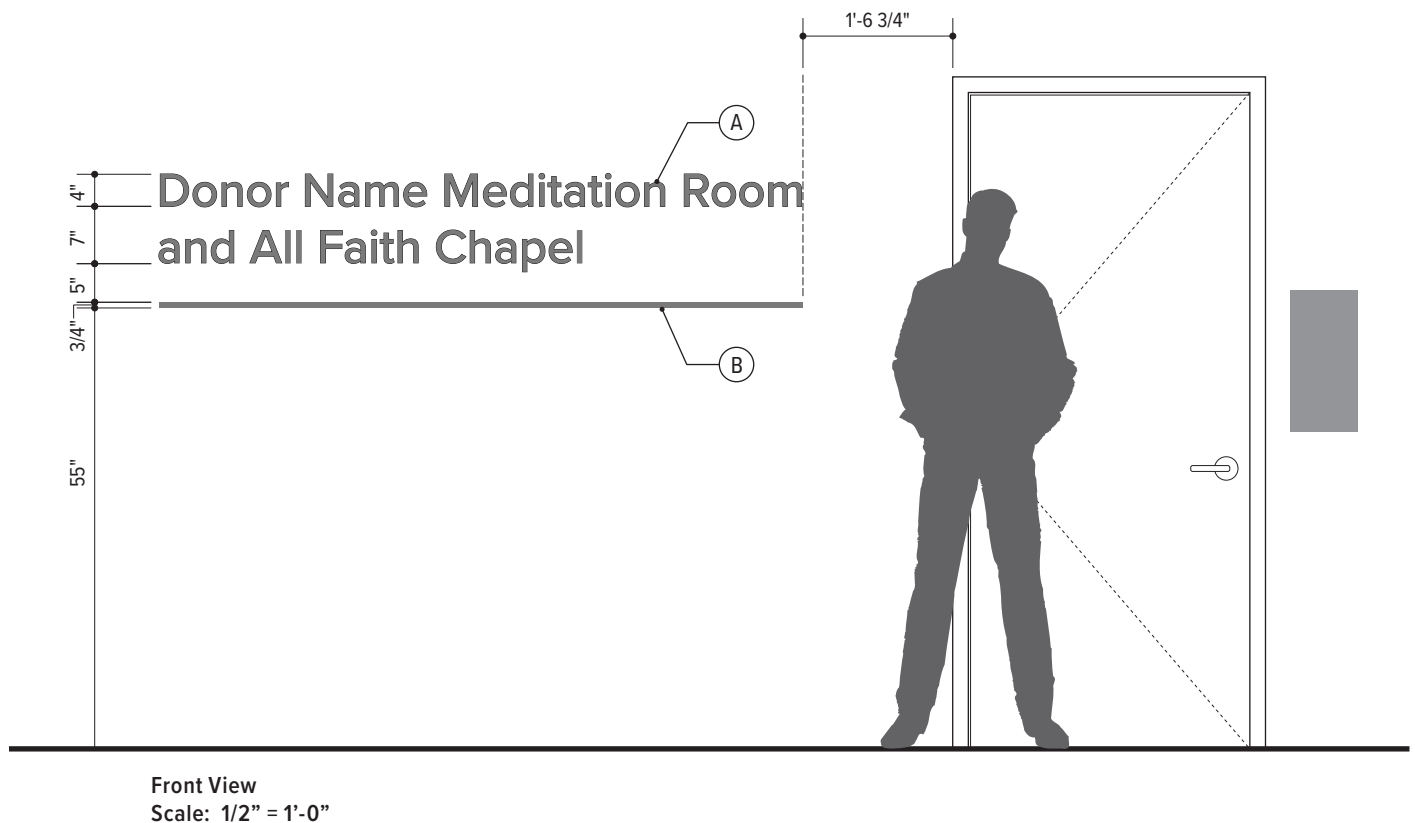
- Placement to be determined on a case-by-case basis in coordination with the Department of Donor Relations and UC Davis Health Sign Program Representative.

### Components

- Ⓐ Letters: 1/2" thick painted acrylic or metal letters with satin clear coat
  - Warm or cool metal may be selected to provide sufficient contrast for readability and to complement surrounding finishes; vertical grain suggested
  - Typeface: Proxima Nova Medium, 4" cap
- Ⓑ Accent Bar: 1/2" thick painted aluminum accent bar to match width and finish of place name above

### Installation

- See Appendix A, Drawing FD.05 or FD.06 for approved standard fabrication and installation detail.



# Donor Recognition

## DR.06

## Donor Recognition, Founders

### Donation Level

- \$10M+

### Usage

- This sign is for Founders Donors.
- Donors of this level require special consideration for appropriate size and placement of the sign.
- A signage design consultant, architect, or other interior design professional should be engaged to develop a comprehensive design plan at this level.

Final size, layout, and color to be evaluated on a case-by-case basis in consideration of the architectural conditions where the sign will be placed. Maximum size shown.

Final color/material is required to have sufficient contrast with finished wall. Signage requires coordination with interior design and architecture, and approval by UC Davis Health Facilities Planning and Development Division.

### Placement

- Placement to be determined on a case-by-case basis in coordination with the Department of Donor Relations and UC Davis Health Sign Program Representative.

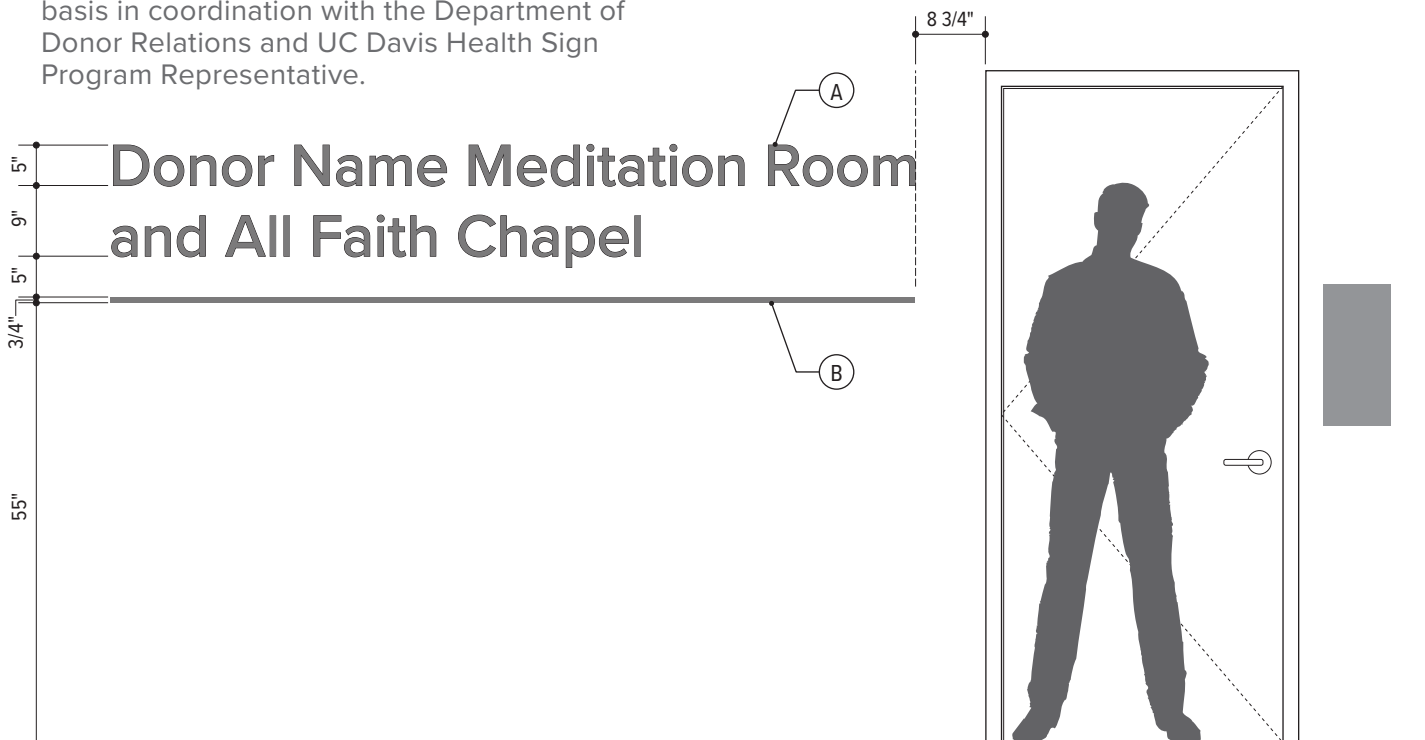
### Components

Donations at this level warrant exploration of custom design to be determined on a case-by-case basis. The drawing below should be viewed as a minimum baseline for design, but treated with premium materials at this level, if appropriate.

- Ⓐ Letters: 1/2" thick metal letters with satin clear coat for durability and longevity
  - Warm or cool metal may be selected to provide sufficient contrast for readability and to complement surrounding finishes; vertical grain suggested
  - Typeface: Proxima Nova Medium, 5" cap
- Ⓑ Accent Bar: 1/2" thick painted aluminum accent bar to match width and finish of place name above

### Installation

- See Appendix A, Drawing FD.05 or FD.06 for approved standard fabrication and installation detail.



Front View  
Scale: 1/2" = 1'-0"