

# Chapter 8: Building Attached Identification

## Overview

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Building attached signage requires a coordinated effort between UC Davis Health and the design team, including but not limited to the signage consultant, architect, and structural and/or electrical engineer. This chapter provides guidelines on size and placement for the UC Davis Health logo, building name, entrance identification, and address. Using this in unison with the architectural conditions, the signage consultant should recommend best placement and options as required for review and approval by UC Davis Health prior to fabrication and installation.

The guidelines in this chapter apply to both owned and leased properties. It is understood that on leased properties, UC Davis Health may need to adhere to the limitations of master sign programs or allowances as dictated by the landlords and local sign ordinance of individual leased properties.

# Chapter 8: Building Attached Identification

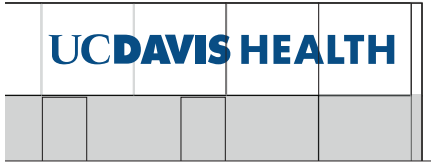
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# Building Attached Identification

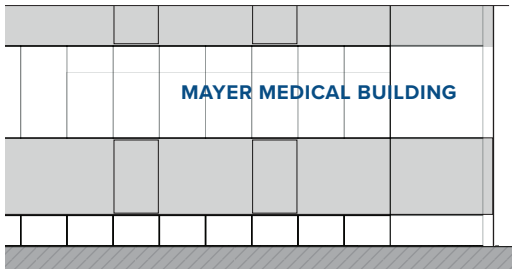
## Sign Family Overview



BA.01-H  
Logo, Horizontal

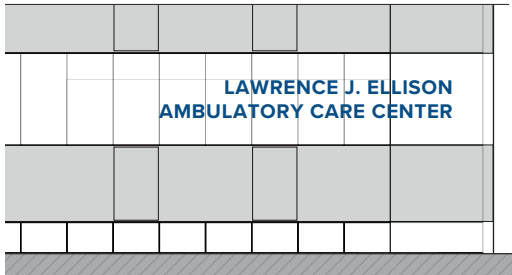


BA.01-S  
Logo, Stacked



## UC DAVIS HEALTH LOCATION

BA.02-I  
Facility Name, Illuminated



BA.02-N  
Facility Name, Non-Illuminated

# 4321

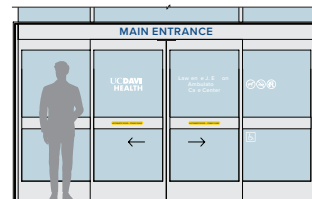
BA.03.1  
Address, 12"

# 4321

BA.03.2  
Address, 20"



BA.10  
Main Entrance, Dimensional



BA.11  
Main Entrance, Vinyl

# Building Attached Identification

## Required Signage

Building attached signs on all UC Davis Health facilities are meant to provide confirmation of arrival at several key points of approach along the patient's journey, as well as provide a positive impact of the UC Davis Health brand to the surrounding neighborhood.

There are four primary building attached sign types for every project. The placement should be coordinated with UC Davis Health FP&D Signage Representative in partnership with Public Affairs and Marketing:

### UC Davis Health Logo

All patient care facilities are to carry at least one (1) illuminated UC Davis Health logo on the primary frontage of the building or facility. Additional logos may be considered if the conditions dictate additional signage is necessary, and upon approval by UC Davis Health. Administrative buildings and other non-patient care facilities should not carry the logo, unless it is also a destination for patients, such as the Patient Support Services Building.

### Facility Name

All buildings are to carry the building or facility name. For patient care facilities, this name should be coordinated between patient care user interfaces (i.e. website, MyChart, FindMyWay, etc.) and the department or facility. For donor buildings, the signage should carry the full donor name and building name, as coordinated with UC Davis Health Donor Relations.

### Address

All buildings are to carry the building address visible from the main frontage of the building in a conspicuous location unobstructed by landscaping or other site elements. Proposed location to be reviewed and approved by UC Davis Health Fire Marshal's Office

### Main Entrance

All patient care buildings are to identify the main patient points of entry with the words "Main Entrance" or other approved message, as described in this chapter.



# Building Attached Identification

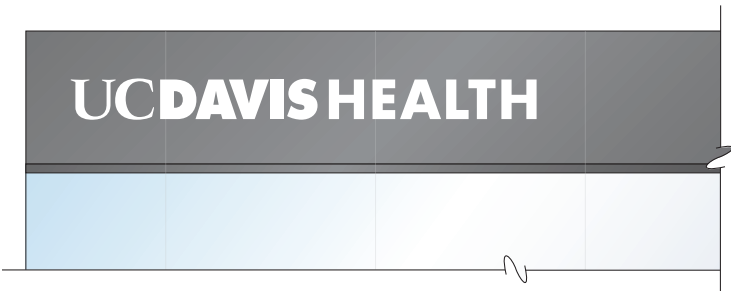
## Contrast Requirements

Building attached signage require sufficient contrast with the architectural background to enhance the brand and maximize legibility.

There are two color options for the building attached signage. The design team should select the color that provides the most contrast based on the chart below.



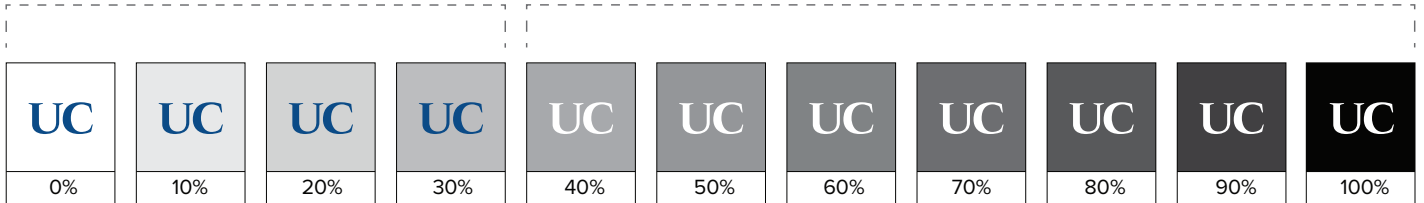
UC Davis Health Blue  
\*Preferred Option



UC Davis Health White

Blue logo option on light background 0% - 30%

White logo option on dark background 41% - 100%



# Building Attached Identification

## Logo and Facility Name

### Usage

- To establish brand clarity for patients, the logo is only to be used on patient care buildings, unless otherwise approved by UC Davis Health.
- The facility name provides patients with destination confirmation upon approach prior to ultimate arrival.
- Signage reinforces the name as it is found on the wayfinding and monument signage to provide further clarity for patient confirmation of arrival.

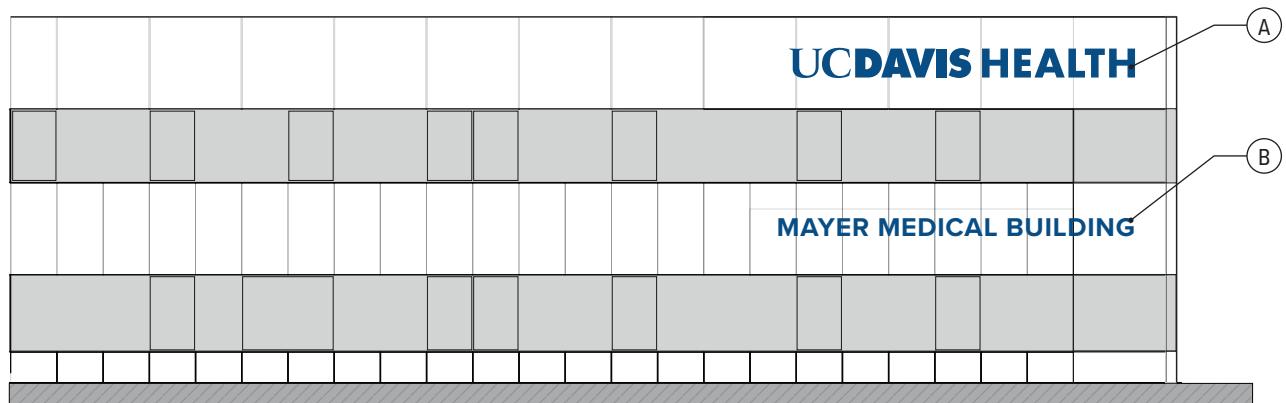
**This sign is required at patient care and non-patient care buildings.**

**The logo and facility name should be designed and scaled in proportion to the overall building. Any deviations from the brand standards must be reviewed and approved by Public Affairs and Marketing.**

**For leased properties, these signs are to be placed on the space allocated to UC Davis Health for primary identification signage as allowed by property Landlord.**

### Coordinated Placement

- Ⓐ BA.01, UC Davis Health Logo
  - Signage to be placed on the architectural elevation most visible from the main roadway. Additional signage may be allowed on opposing elevations if visibility studies prove advantageous.
  - Signage to be placed at the leading corner of the building skyline, parapet, or uppermost architecturally feature available for signage installation.
  - Consultant to verify appropriate placement with visibility studies for each project to verify proposed size and placement.
- Ⓑ BA.02, Facility Name
  - Facility name should be placed so that it is visible from the primary roadway approach to the building, not to appear as a lockup with the UC Davis Health logo.
  - Consultant to conduct appropriate visibility studies and coordinate with UC Davis Health to verify final placement.



Context Elevation  
Not to Scale

# Building Attached Identification

## BA.01-H

## Logo, Horizontal

### UC Davis Health Horizontal Logo (preferred)

Sign to be placed at skyline or other highest available architectural feature. Vertically center on building signage band unless otherwise approved by UC Davis Health.

Overall height of the sign shall not exceed 45% of signage band or fall below 30% of signage band, and must follow brand standards for surrounding white space. Logo depth to be as follows:

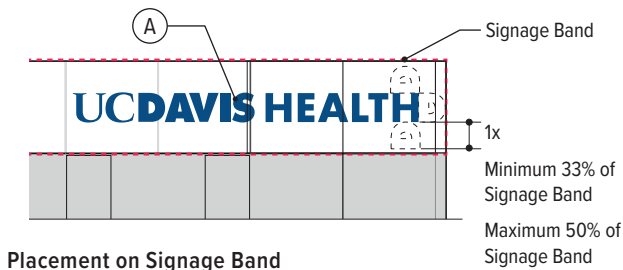
- 2" returns for 6" to 18" tall letters.
- 4" returns for 19" to 35" tall letters.
- 6" returns for 36" tall letters and up

If signage band is not available, consultant to verify appropriate placement with size and visibility studies to be reviewed and approved by FP&D Signage Program Representative in partnership with Public Affairs and Marketing.

Final color to be determined based on best contrast with building color. Final illumination to be determined based on the needs of the specific site.

Provide clear and uncluttered space around the logo by using the width of the "D" in UC DAVIS to determine the minimum clear space around the logo/signature.

**The logo and facility name should be designed and scaled in proportion to the overall building. Any deviations from the brand standards must be reviewed and approved by Public Affairs and Marketing.**



Placement on Signage Band



Blue Logo on light background  
Day view



White Logo on dark background  
Day view



Blue or White Logo Night View  
Face Illuminated White (preferred)



Blue or White Logo Night View  
Halo Illumination

### Color and Illumination Options

### Components

- (A) Fabricated metal logo with painted returns; internally illuminated
  - Option 1: Acrylic faces with surface applied perforated graphic film to be retained at return edge with SteelArt Manufacturing "ThinTrim™" (or approved equal); no vinyl "trimcap" to be used
  - Option 2: Reverse channel letter, painted on all visible surfaces with internal halo illumination; spacer depth to be evaluated per project to determine most appropriate halo effect
- (B) Mechanical fasteners as required for secure attachment to facade
  - 1/2" spacers recommended for all building attached signs
  - No visible raceways or other visible mechanical attachments preferred

### Colors & Materials

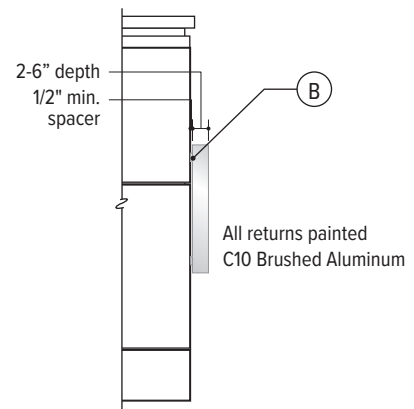
References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

(C1) White Wonder

(C4) UC Davis Blue

### Installation

- See Appendix A, Drawing FD.100.1 or FD.100.2 for approved standard fabrication and installation detail.



### Return Detail

# Building Attached Identification

## BA.01-S

## Logo, Stacked

### UC Davis Health Stacked Logo

Sign to be placed at skyline or other highest available architectural feature. Vertically center on building signage band unless otherwise approved by UC Davis Health.

Overall height of the sign shall not exceed 45% of signage band or fall below 30% of signage band, and must follow brand standards for surrounding white space. Logo depth to be as follows:

- 2" returns for 6" to 18" tall letters
- 4" returns for 19" to 35" tall letters
- 6" returns for 36" tall letters and up

If signage band is not available, consultant to verify appropriate placement with size and visibility studies to be reviewed and approved by FP&D Signage Representative in partnership with Public Affairs and Marketing.

Final color to be determined based on best contrast with building color. Final illumination to be determined based on the needs of the specific site.

Provide clear and uncluttered space around the logo by using the width of the "D" in UC DAVIS to determine the minimum clear space around the logo/signature.

The logo and facility name should be designed and scaled in proportion to the overall building. Any deviations from the brand standards must be reviewed and approved by Public Affairs and Marketing.

### Components

- (A) Fabricated metal logo with painted returns; internally illuminated
  - Option 1: Acrylic faces with surface applied perforated graphic film to be retained at return edge with SteelArt Manufacturing "ThinTrim™" (or approved equal); no vinyl "trimcap" to be used
  - Option 2: Reverse channel letter, painted on all visible surfaces with internal halo illumination; spacer depth to be evaluated per project to determine most appropriate halo effect
- (B) Mechanical fasteners as required for secure attachment to facade
  - 1/2" spacers recommended for all building attached signs
  - No visible raceways or other visible mechanical attachments preferred

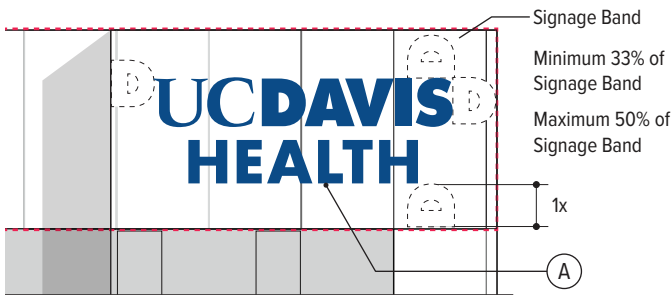
### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

- (C1) White Wonder
- (C4) UC Davis Blue

### Installation

- See Appendix A, Drawing FD.100.1 or FD.100.2 for approved standard fabrication and installation detail.



Placement on Signage Band



Blue Logo on light background  
Day view



White Logo on dark background  
Day view

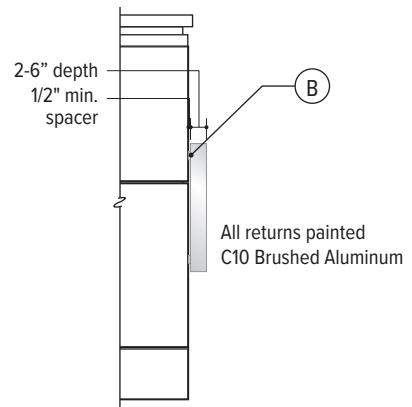


Blue or White Logo Night View  
Face Illuminated White (preferred)



Blue or White Logo Night View  
Halo Illumination

### Color and Illumination Options



### Return Detail

# Building Attached Identification

## BA.02-N

## Facility Name, Non-Illuminated

### Facility Name, Placement (preferred)

When UC Davis Health logo is installed at skyline, facility name may be installed lower on elevation, no lower than 10'-15'.

This option should also be used as the guideline for building attached signage on non-patient care facilities.

Overall height of the sign shall not exceed 75% of corresponding UC Davis Health logo. Sign depth to be as follows:

- 2" returns for 6" to 18" tall letters
- 4" returns for 19" to 35" tall letters
- 6" returns for 36" tall letters and up

If signage band is not available, consultant to verify appropriate placement with size and visibility studies to be reviewed and approved by FP&D Signage Representative in partnership with Public Affairs and Marketing.

Final color to match corresponding UC Davis Health logo. When this placement option is used, sign to be non-illuminated. Sign consultant to verify the availability of ambient light. Clear space to be evaluated and confirmed with UC Davis Health.

### Components

- (A) Fabricated metal facility name with painted finish on all visible surfaces; non-illuminated
  - Typeface: Proxima Nova Bold
- (B) Mechanical fasteners as required for secure attachment to facade
  - 1/2" spacers recommended for all building attached signs
  - No visible raceways or other visible mechanical attachments preferred

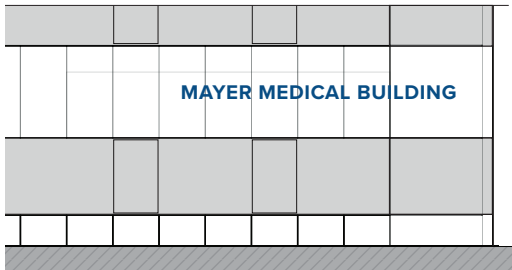
### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

- C1 White Wonder
- C4 UC Davis Blue

### Installation

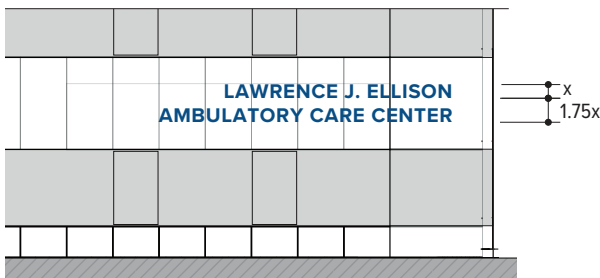
- See Appendix A, Drawing FD.101 for approved standard fabrication and installation detail.



One Line Facility Name



Blue Facility Name on light background  
Non-illuminated



Two Line Facility Name



White Facility Name on dark background  
Non-illuminated

### Facility Name Layout Examples

### Facility Name Color To Match Corresponding UC Davis Health Logo

# Building Attached Identification

## BA.02-I

## Facility Name, Illuminated

### Alternate Placement

When building architecture or Landlord agreement prevent the UC Davis Health logo and facility name from being installed at varying elevations, the two signs may be installed adjacent to each other, with harmonious alignment and fabrication methods.

Overall height of the sign shall not exceed 75% of corresponding UC Davis Health logo. Sign depth to be as follows:

- 2" returns for 6" to 18" tall letters
- 4" returns for 19" to 35" tall letters
- 6" returns for 36" tall letters and up

Signs of this configuration should be installed at or near the skyline of the building, or other highest available elevation as appropriate for the architecture. If signage band is not available, consultant to verify appropriate placement with size and visibility studies to be reviewed and approved by FP&D Signage Representative in partnership with Public Affairs and Marketing.

Final color to match corresponding UC Davis Health logo. When this placement option is used, sign to be illuminated in the same manner as the logo. Clear space to be evaluated and confirmed with UC Davis Health.

**The logo and facility name should be designed and scaled in proportion to the overall building. Any deviations from the brand standards must be reviewed and approved by Public Affairs and Marketing.**

### Components

- (A) Fabricated metal facility name with painted returns; internally illuminated. Select option to match corresponding BA.01 sign.
  - Typeface: Proxima Nova Bold
- (B) Mechanical fasteners as required for secure attachment to facade
  - 1/2" spacers recommended for all building attached signs
  - No visible raceways or other visible mechanical attachments preferred

### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

(C1) White Wonder

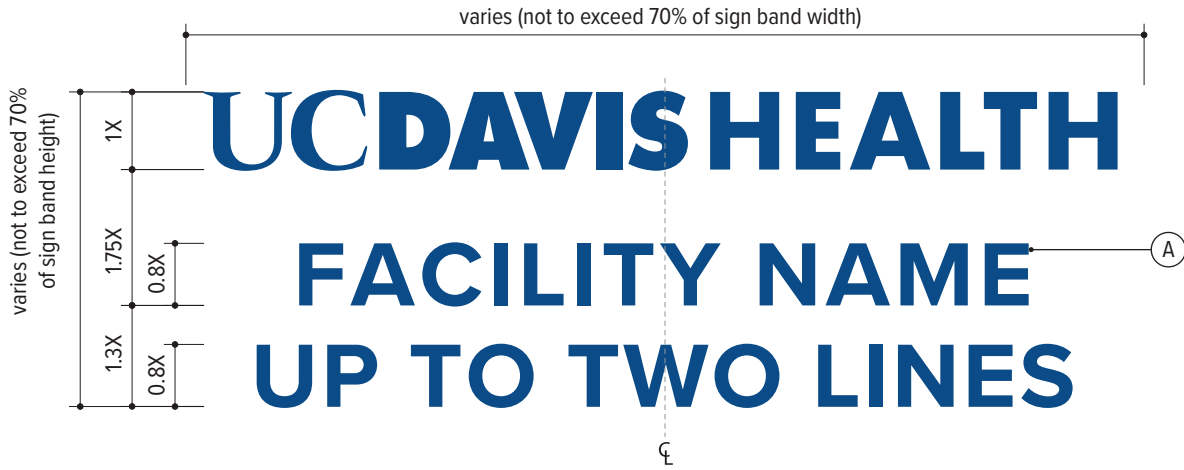
(C4) UC Davis Blue

### Installation

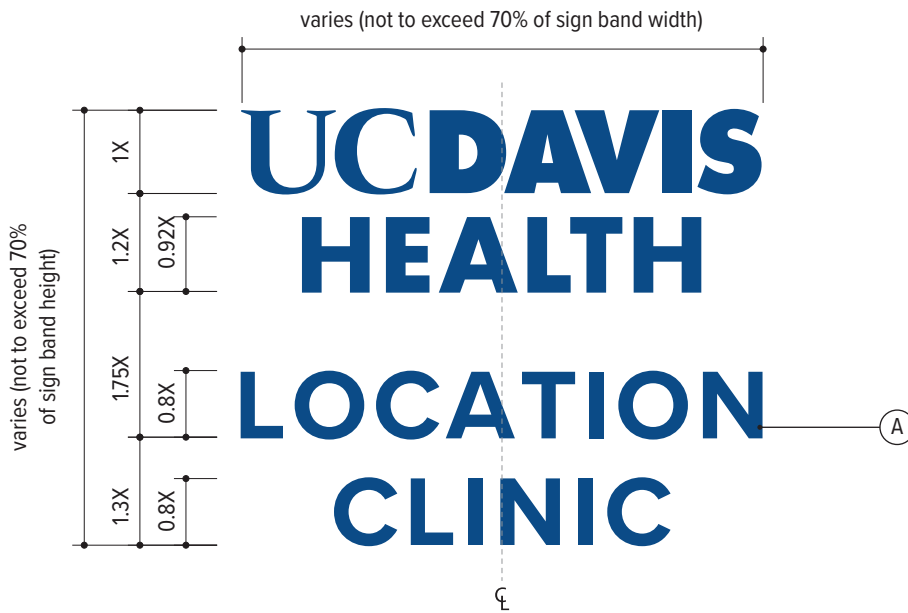
- See Appendix A, Drawing FD.100.1 or FD.100.2 for approved standard fabrication and installation detail.



Single Line Horizontal Layout (Preferred)



Horizontal Layout w/ Two Line Clinic Name



Stacked Vertical Layout

# Building Attached Identification

## BA.03.1

## Address, 12"

### Usage

- This sign is used for building attached address as required by the UC Davis Health Fire Marshal's Office or the local authority having jurisdiction.

### Placement

- Sign to be placed in a conspicuous location visible to approaching traffic.
- This size option should be installed no lower than 10' above grade, and no higher than 15' above grade with no obstructions from surrounding landscape, architectural features, or other site furnishings.
- Final placement to be reviewed and approved by the UC Davis Health Fire Marshal's Office or the local authority having jurisdiction, in collaboration with the FP&D Signage Representative.

### Components

- Ⓐ Reverse-channel fabricated metal numbers painted with satin finish on all exposed surfaces
  - Typeface: Proxima Nova Semibold
- Ⓑ Mechanically fastened to finished wall assembly with studs and spacers as required, no exposed raceway or fasteners to be used

### Colors & Materials

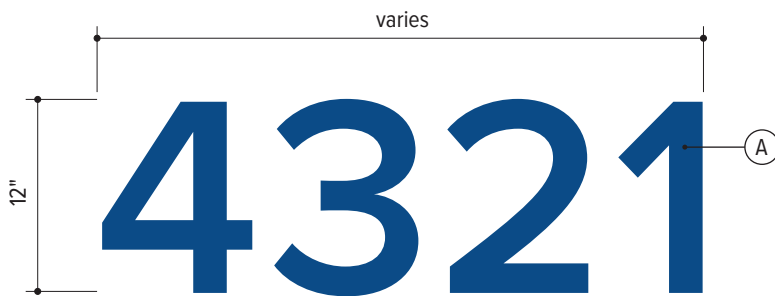
References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

Ⓒ1 White Wonder

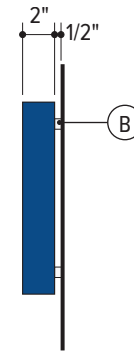
Ⓒ4 UC Davis Blue

### Installation

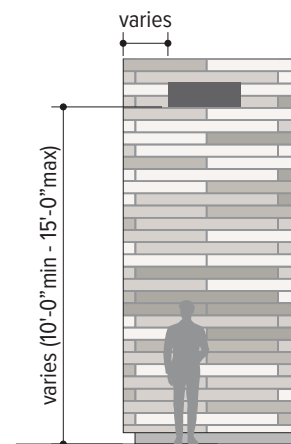
- See Appendix A, Drawing FD.101 for approved standard fabrication and installation detail.



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



Side View



Context Elevation  
Scale: 1/8"=1'-0"

# Building Attached Identification

## BA.03.2

Address, 20"

### Usage

- This sign is used for building attached address as required by the UC Davis Health Fire Marshal's Office or the local authority having jurisdiction.

### Placement

- Sign to be placed in a conspicuous location visible to approaching traffic.
- This size option should be installed at elevations no lower than 14' above grade with no obstructions from surrounding landscape, architectural features, or other site furnishings.
- Final placement to be reviewed and approved by the UC Davis Health Fire Marshal's Office or the local authority having jurisdiction, in collaboration with the FP&D Signage Representative.

### Components

- Ⓐ Reverse-channel fabricated metal numbers painted with satin finish on all exposed surfaces
  - Typeface: Proxima Nova Semibold
- Ⓑ Mechanically fastened to finished wall assembly with studs and spacers as required, no exposed raceway or fasteners to be used

### Colors & Materials

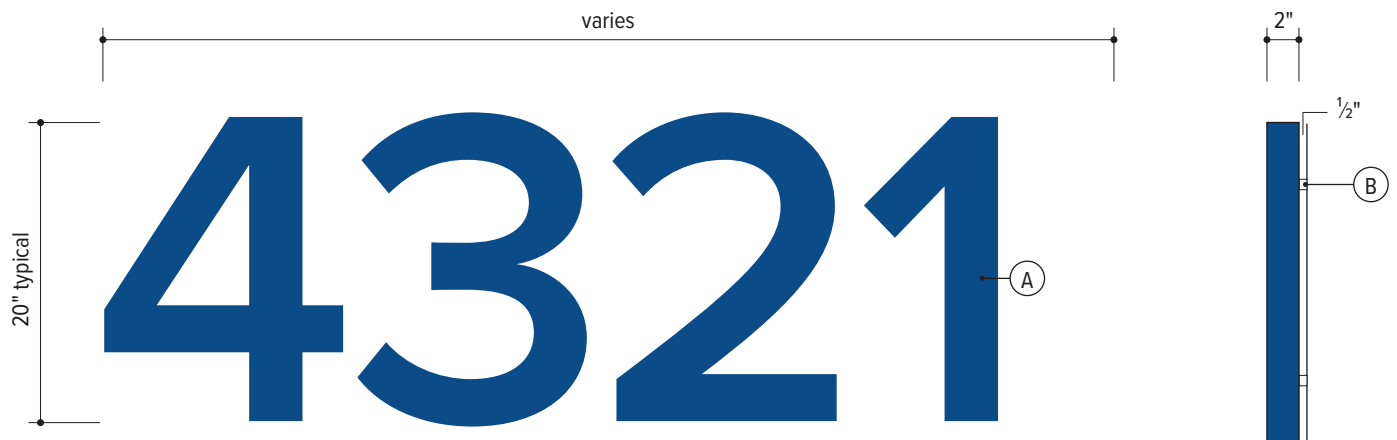
References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

Ⓒ1 White Wonder

Ⓒ4 UC Davis Blue

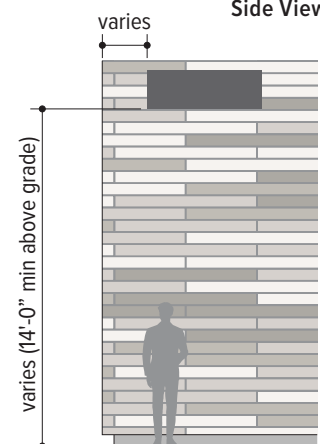
### Installation

- See Appendix A, Drawing FD.101 for approved standard fabrication and installation detail.



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

Side View



Context Elevation  
Scale: 1/8"=1'-0"

# Building Attached Identification

## BA.10

## Main Entrance, Dimensional

### Usage

- This sign is used at public entrances when an architectural canopy or similar feature is provided.

### Size & Placement

- Sign to be placed centered on canopy or similar architectural feature.
- Minimum required size is 6" cap height. Canopy size to be adjusted to accommodate minimum height requirement, if needed. Maximum height may not exceed 45% of the canopy face height.
- Final color to be determined based on providing sufficient contrast with the architectural background.

### Components

- Ⓐ 1/2" thick, flat cutout metal letters attached to canopy with pins, VHB tape, and silicone adhesive
  - Finish: painted on all visible surfaces
  - Typeface: Proxima Nova Semibold

### Colors & Materials

References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

Ⓒ1 White Wonder

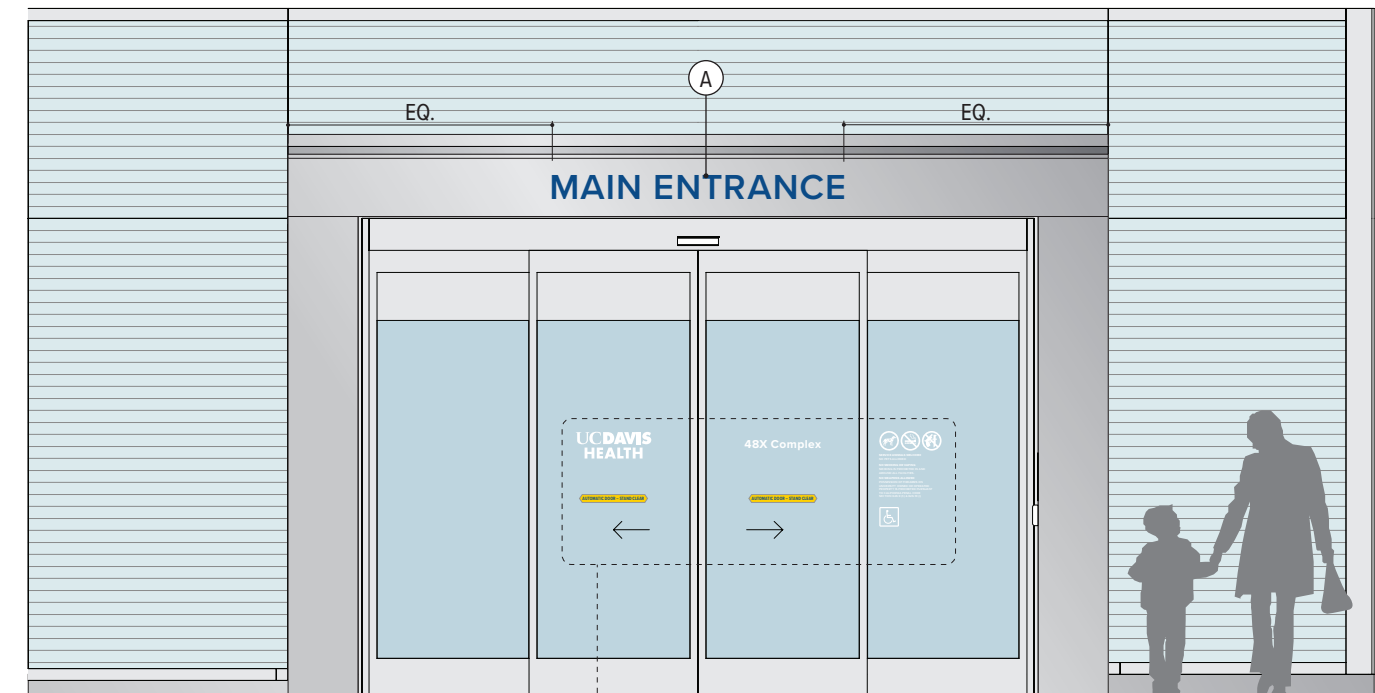
Ⓒ4 UC Davis Blue

### Installation

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



Placement on Signage Band



Context Elevation  
Not to Scale

Sign Types ID.10, CD.01.1, CD.01.2

# Building Attached Identification

## BA.11

## Main Entrance, Vinyl

### Usage

- This sign is used at public entrances when an architectural canopy or similar feature is not provided and the only sign band available is the door mullion.

### Size & Placement

- Sign to be placed centered above the door on the mullion.
- Minimum required size is 4" cap height. Mullion size to be adjusted to accommodate minimum height requirement, if possible. Maximum height may not exceed 45% of the mullion face height.
- Final color to be determined based on providing sufficient contrast with the mullion finish.

### Components

- Ⓐ Surface applied high performance vinyl
  - Typeface: Proxima Nova Semibold

### Colors & Materials

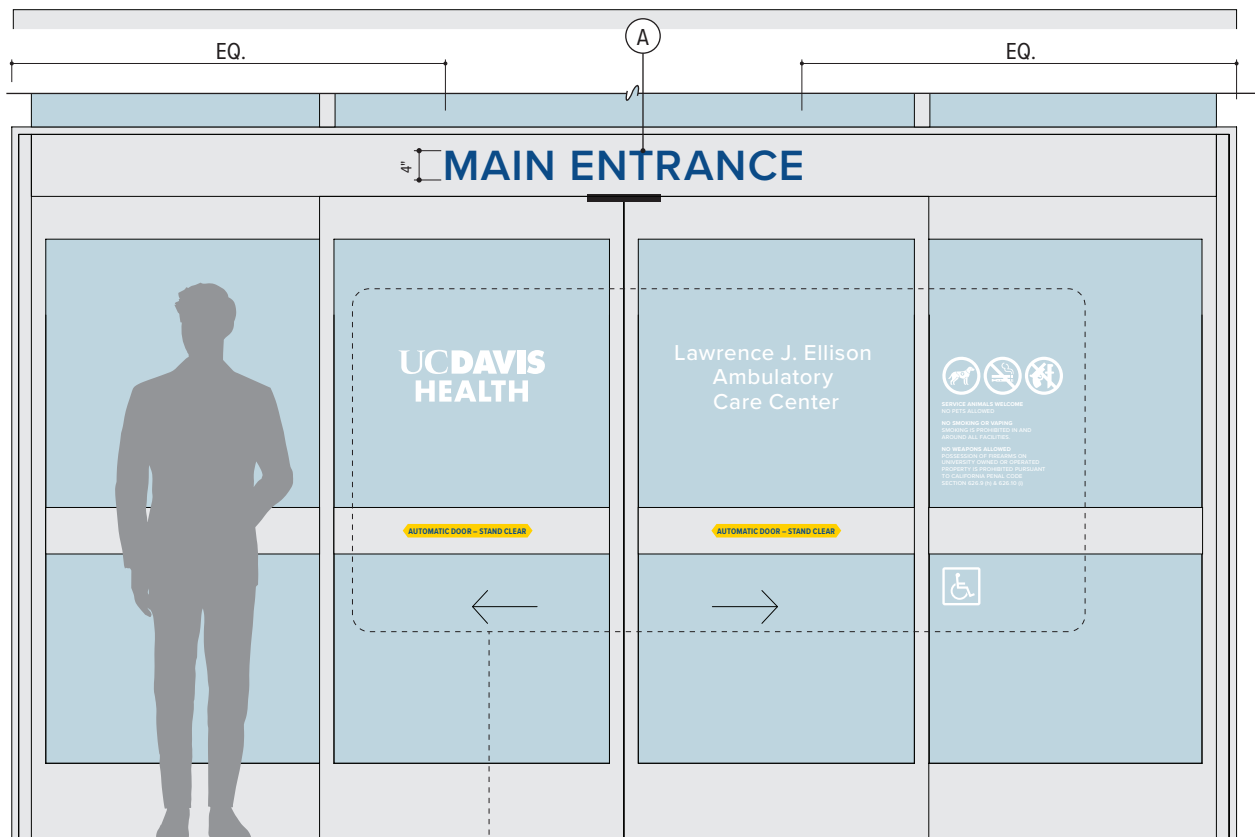
References as noted below. See Chapter 1: Universal Standards for specifications. Final color to be determined based on providing sufficient contrast with the architectural background.

Ⓥ1 Matte White

Ⓥ9 Vivid Blue

### Installation

- See Appendix A, Drawing FD.01 for approved standard fabrication and installation detail.



Context Elevation  
Not to Scale

Sign Type ID.10, CD.01.1, CD.01.2