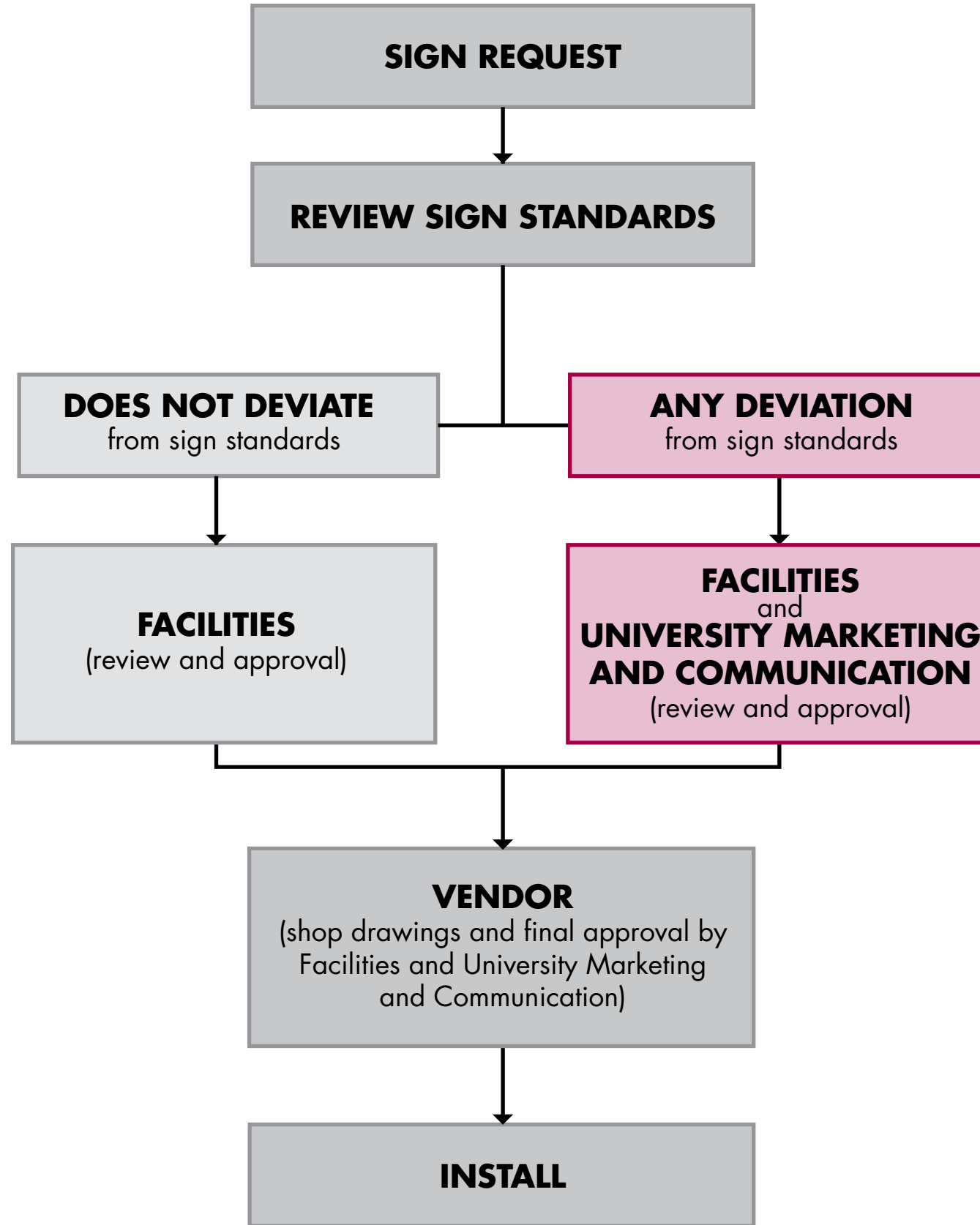


Sign and Message Approval

Undeniably, there are instances in which the following guidelines and standards will not always work out. In such cases, no matter the reason, it is important to have the altered design reviewed and approved by University Marketing and Communication.

When in doubt about the details of any sign, it is also important to reach out to University Marketing and Communication for further assistance.

All sign requests will be reviewed once a month by a committee consisting of members from Facilities and University Marketing and Communication.



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Design Intent - DRAFT

Signage Graphic
Standards- Sign and
Message Approvals

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date 15 MAY, 2015
scale AS NOTED

sheet no. XX

Identity Marks Guidelines

Why so many versions of the Loyola Lockup? The simple answer is to ensure maximum reproduction of the shield based on the space available, budget, colors, materials, and vendor capabilities. The vertical lockup is preferred in most printed instances; the horizontal stacked version is useful for electronic channels and outdoor environments—where the scale is very small and very large. Here's an overview of what's available, their names, and usages.

| NAME | VERTICAL LOCKUPS | STACKED LOCKUPS | USAGE | |
|-----------------|-------------------------------------|-----------------|-------|---|
| 3 COLORS | Primary | | | <ul style="list-style-type: none"> • Always preferred |
| 2 COLORS | Maroon & black with fill | | | <ul style="list-style-type: none"> • Only for merchandise • When budget doesn't support 3-color primary mark |
| | Reverse color | | | <ul style="list-style-type: none"> • Only when background is Loyola Maroon (PMS 208) |
| 1 COLOR | Black; Black with fill | | | <ul style="list-style-type: none"> • Budget supports only BW output • On white or light-colored backgrounds • Nonprofessional printing and copy machines |
| | Reverse black | | | <ul style="list-style-type: none"> • Projects involving wood, metal, glass, and special effects. Please consult UMC |
| | Reverse | | | <ul style="list-style-type: none"> • On very dark tones |



PMS 208
MAROON
OC 100M 36Y 37K



PMS 124
GOLD
OC 28M 100Y 6K



Official Loyola Lockup consists of Loyola word mark, shield, and Latin.

Final shield version (filled or reverse) to ensure maximum contrast/legibility against architectural backgrounds/materials for 1870, wolves & cauldron. Verify and obtain approval with University Marketing and Communication/ Facilities before fabrication.

Email eyee@luc.edu for further questions about use.

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Signage Graphic Standards-
Identity Marks Guidelines

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date 15 MAY, 2015
scale AS NOTED

sheet no. xviii

Typography - Font

Minion Pro Regular (Primary Messages)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Semibold (Primary Messages)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Regular (Secondary and Tertiary Messages)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold (Secondary and Tertiary Messages)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Design Intent - DRAFT

Signage Graphic
Standards-
Typography - Fonts

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date 15 MAY, 2015
scale AS NOTED

sheet no. XIX

Typography - Type Treatment for Messaging

Any message or content variant from standards must be reviewed and approved by University Marketing and Communication.

| Message Hierarchy | Description | Example | Typography |
|--|---|---|----------------------------|
| Primary Message Secondary Message Tertiary Message | Building Name Address Instruction | Cudahy Library 6515 N. Kenmore Avenue Access to Cudahy Library through Info Commons | Minion Myriad Myriad |
| Tertiary Message Primary Message Secondary Message | Donor Name Building Name Address | Mary Justitia Coffey, BVM Coffey Hall 1000 W. Sheridan Road | Myriad Minion Myriad |

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Signage Graphic Standards-
Typography - Type Treatment for Messaging

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date 15 MAY, 2015
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sheet no. XXI

Typography - Type Treatment for Messaging - Examples

STANDARD INSTRUCTIONAL TYPE LAYOUT

| |
|--------------------|
| Primary - Minion |
| Secondary - Myriad |
| Tertiary - Myriad |

Cudahy Library
6515 N. Kenmore Avenue
Access to Cudahy Library through Info Commons

STANDARD HONORARY NAME TYPE LAYOUT

| |
|--------------------|
| Tertiary - Myriad |
| Primary - Minion |
| Secondary - Myriad |

Mary Justitia Coffey, BVM
Coffey Hall
1000 W. Sheridan Road

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Signage Graphic
Standards-

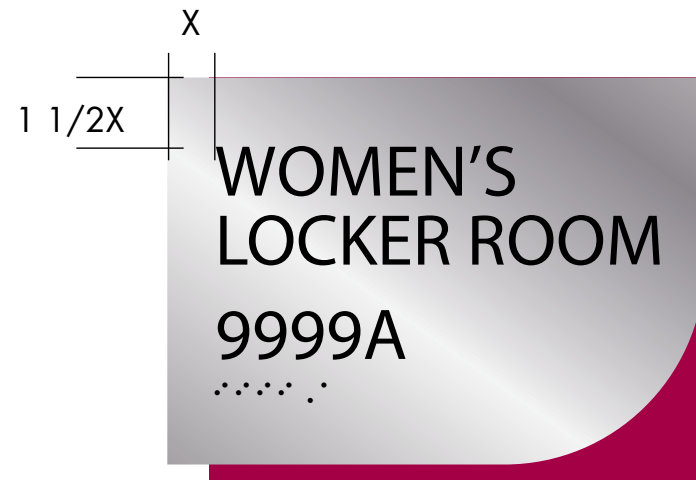
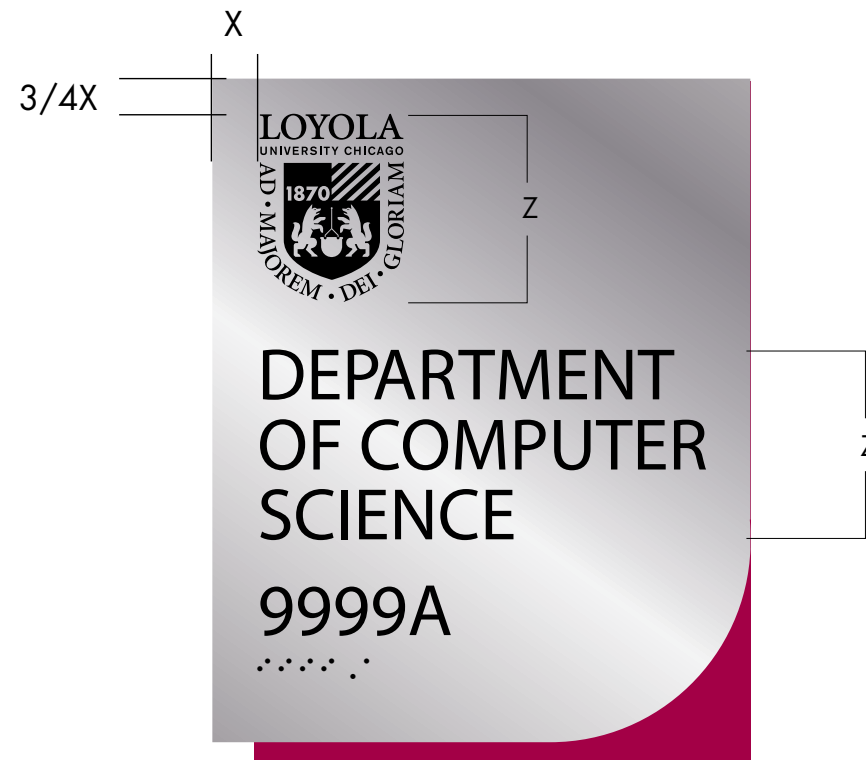
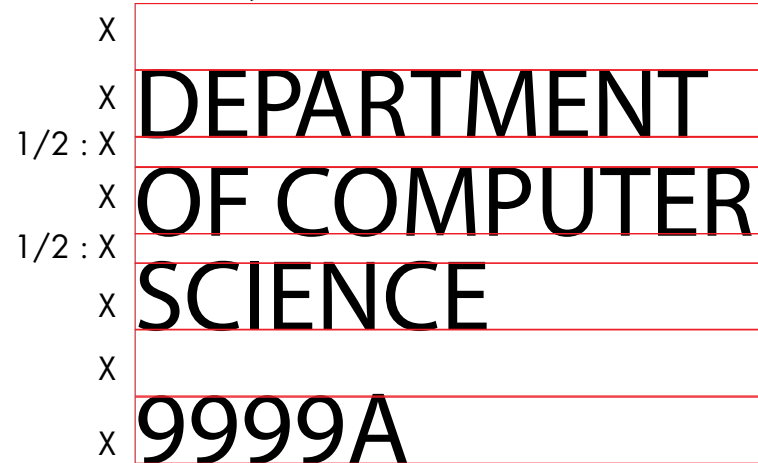
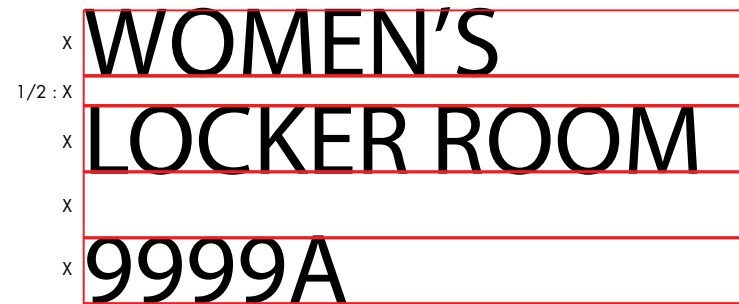
Typography - Type Treatment
for Messaging - Examples

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scale AS NOTED

sheet no. XXII

Universal Type Standards - Room Sign Types



Standard Room Sign

Alternate Room Sign

Room signs will mostly follow the universal rules for typography. The distance between the different messages (think as if these messages are different paragraphs) should be X.

In these instances, X will be 5/8" Cap height and text will be caps per ADA requirements.

Braille size and placement regulated by ADA standards.

Any message or content variant from standards must be reviewed and approved by University Marketing and Communication.

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Signage Graphic
Standards-
Room Sign Types

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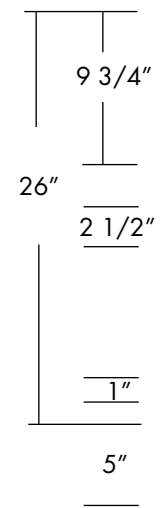
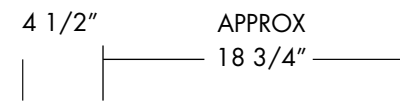
date 15 MAY, 2015
scale AS NOTED

sheet no. XXXii

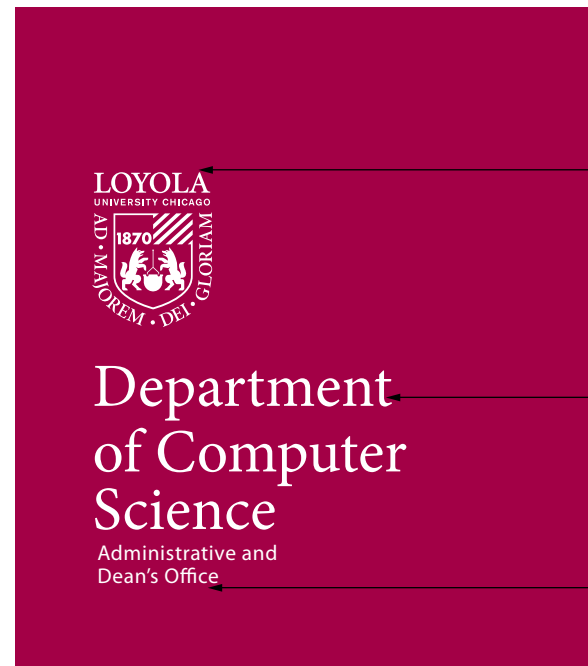


CONTEXT
SCALE: 1/2" = 1'-0"

(DIMENSIONS MAY CHANGE BASED ON SITE CONDITIONS; VERIFY FIELD CONISITIONS)



(DIMENSIONS MAY CHANGE BASED ON SITE CONDITIONS; VERIFY FIELD CONISITIONS)



FINAL SHIELD VERSION (FILLED OR REVERSE) TO ENSURE MAXIMUM CONTRAST/LEGIBILITY AGAINST ARCHITECTURAL BACKGROUNDS/MATERIALS FOR 1870, WOLVES & CAULDRON. VERIFY AND OBTAIN APPROVAL WITH LU MARKETING AND COMMUNICATION/ FACILITIES BEFORE FABRICATION.

LOYOLA LOGO SURFACE APPLIED VINYL GRAPHICS; PAINTED WHITE & PMS 208 MAROON ACCORDINGLY

SURFACE APPLIED WHITE VINYL

MESSAGE TYPEFACE:
MINION REGULAR

SURFACE APPLIED WHITE VINYL

MESSAGE TYPEFACE:
MYRIAD SEMIBOLD

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Design Intent - DRAFT

Sign Type A18
Department Identity - Above Door

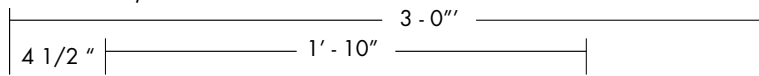
1 ELEVATION
A18-1 SCALE: 1" = 1'-0"

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| | update | MR | 01/08 |

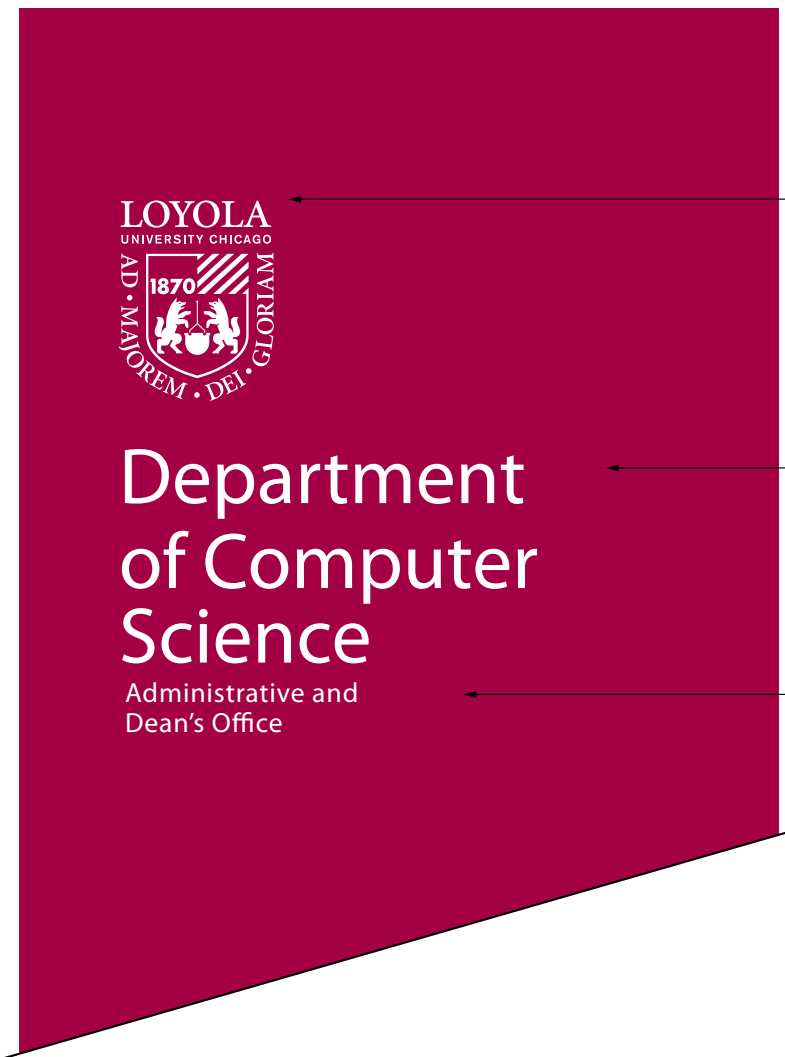
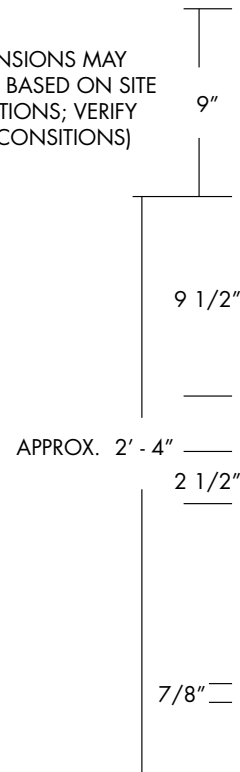
date 15 MAY, 2015
scale AS NOTED

sheet no. A18-1

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(DIMENSIONS MAY CHANGE BASED ON SITE CONDITIONS; VERIFY FIELD CONSIONTS)



LOYOLA LOGO SURFACE APPLIED VINYL GRAPHICS; WHITE & PMS 208 MAROON ACCORDINGLY

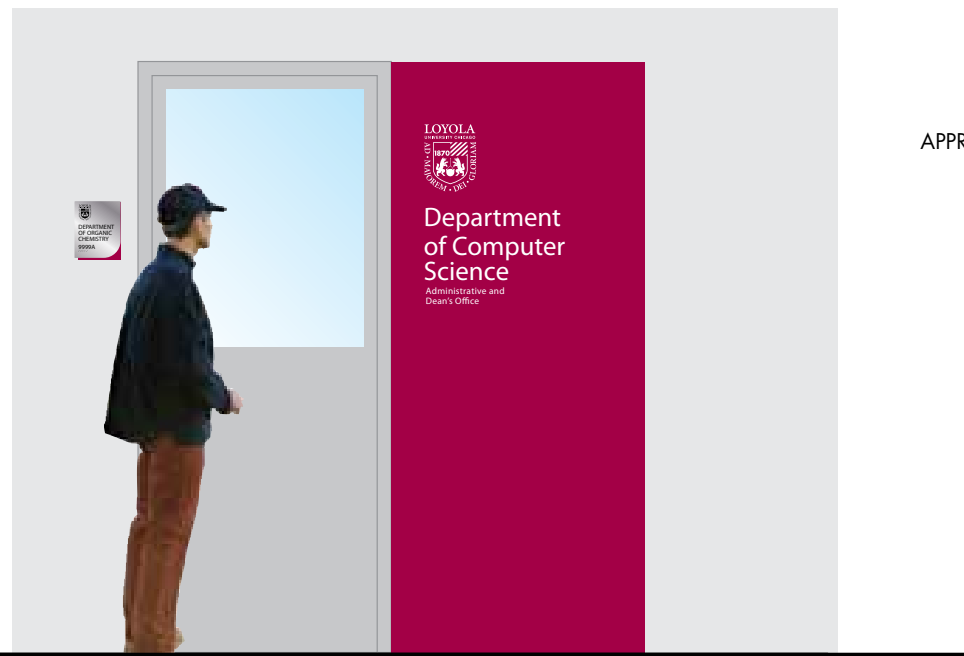
FINAL SHIELD VERSION (FILLED OR REVERSE) TO ENSURE MAXIMUM CONTRAST/LEGIBILITY AGAINST ARCHITECTURAL BACKGROUNDS/MATERIALS FOR 1870, WOLVES & CAULDRON. VERIFY AND OBTAIN APPROVAL WITH LU MARKETING AND COMMUNICATION/ FACILITIES BEFORE FABRICATION.

SURFACE APPLIED WHITE VINYL

MESSAGE TYPEFACE: MINION REGULAR

SURFACE APPLIED WHITE VINYL

MESSAGE TYPEFACE: MYRIAD SEMIBOLD



CONTEXT
SCALE: 1/2" = 1'-0"

1 ELEVATION - ALT 3
A18-2 SCALE: 1 1/2" = 1'-0"

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Sign Type A19
Department Identity -
Entrance Wall - ALT 3

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date 15 MAY, 2015
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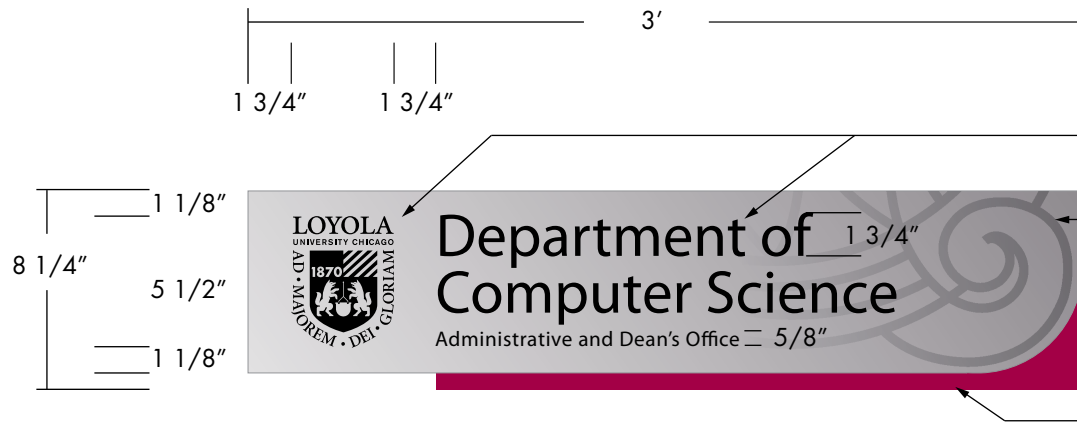
sheet no. A18-2



CONTEXT
SCALE: 3/8" = 1'-0"



4 PLAN VIEW
A19-1 SCALE: 1 1/2" = 1'-0"



1 SIDE VIEW
A19-1 SCALE: 1 1/2" = 1'-0"

2 ELEVATION - ALT 1
A19-1 SCALE: 1 1/2" = 1'-0"

SURFACE SCREENED LOYOLA LOGO & TEXT PAINTED BLACK & PMS 208 MAROON ACCORDINGLY

SCREENED & FEATHERED PATTERN

1/8" THK PHOTOPOLYMER PANEL PAINTED MPC BRUSHED ALUMINUM

1/8" THK ACRYLIC SIGN BACK PANEL PAINTED PMS 208 MAROON

ENTIRE SIGN ASSEMBLY MOUNTED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS MOUNT LOCATION IS NECESSARY, PROVIDE SINGLE IDENTICAL BACK-UP ACRYLIC PANEL PAINTED PMS 208 MAROON MOUNTED TO INTERIOR SIDE OF SIDELIGHT

3 SIDE - OPPOSITE
A19-1 SCALE: 1 1/2" = 1'-0"

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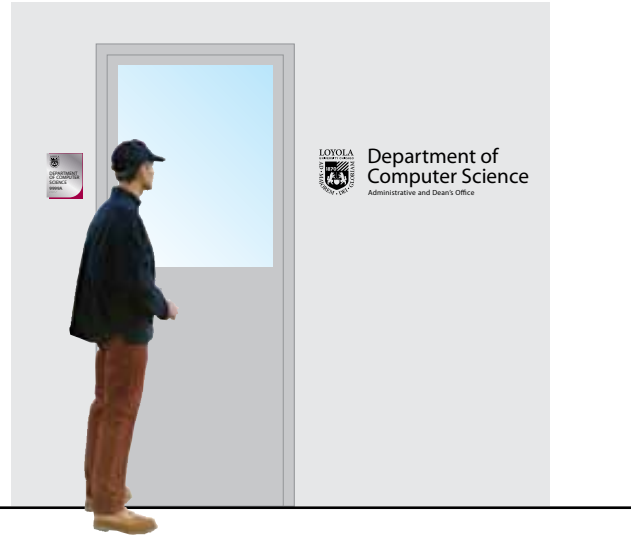
sheet title:
Design Intent - DRAFT

Sign Type A19
Department Identity -
Entrance Wall - ALT 1

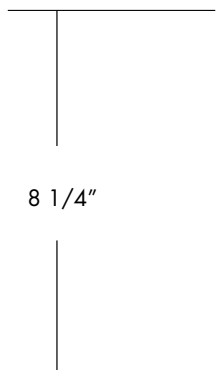
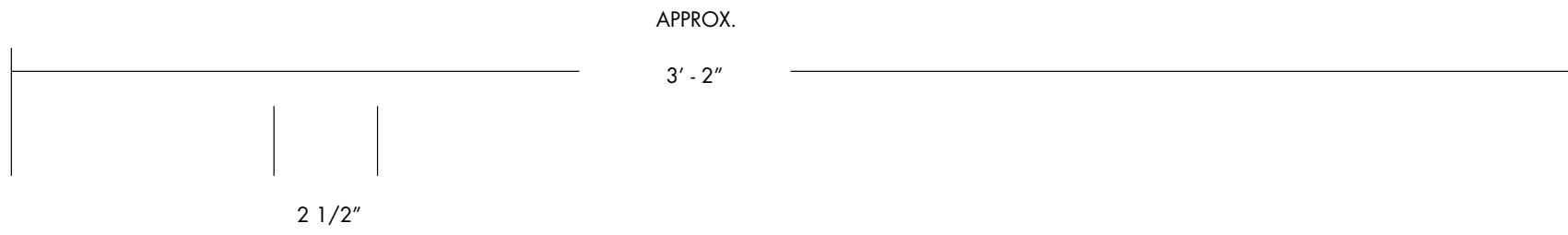
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date 15 MAY, 2015
scale AS NOTED

sheet no. A19-1



CONTEXT
SCALE: 1/2" = 1'-0"



Department of Computer Science

Administrative and Dean's Office

FINAL SHIELD VERSION (FILLED OR REVERSE) TO ENSURE MAXIMUM CONTRAST/LEGIBILITY AGAINST ARCHITECTURAL BACKGROUNDS/MATERIALS FOR 1870, WOLVES & CAULDRON. VERIFY AND OBTAIN APPROVAL WITH LU MARKETING AND COMMUNICATION/ FACILITIES BEFORE FABRICATION.

SURFACE APPLIED VINYL GRAPHICS AND TEXT; PAINTED BLACK & PMS 208 MAROON ACCORDINGLY

MESSAGE TYPEFACE:
MINION REGULAR

← SURFACE APPLIED TEXT; PAINTED BLACK

MESSAGE TYPEFACE:
MYRIAD SEMIBOLD

1 ELEVATION - ALT 2
A19-2 SCALE: 3" = 1'-0"

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Design Intent - DRAFT

Sign Type A19
Department Identity -
Entrance Wall - ALT 2

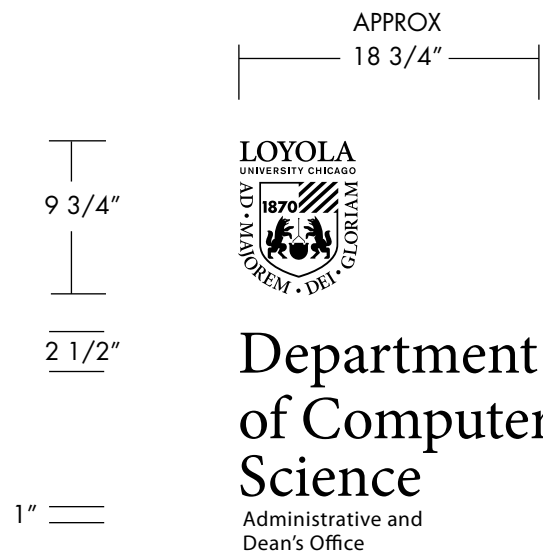
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scale AS NOTED

sheet no. A19-2



CONTEXT
SCALE: 1/2" = 1'-0"



1 ELEVATION
A20-1 SCALE: 1" = 1'-0"

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LOYOLA LOGO SURFACE APPLIED VINYL GRAPHICS; BLACK

SURFACE APPLIED TEXT; BLACK VINYL

MESSAGE TYPEFACE: MINION REGULAR

SURFACE APPLIED TEXT; BLACK VINYL

MESSAGE TYPEFACE: MYRIAD SEMIBOLD

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Sign Type A20
Department Identity - Vinyl (on glass door)

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Sign Type A21
Permanent Room Sign

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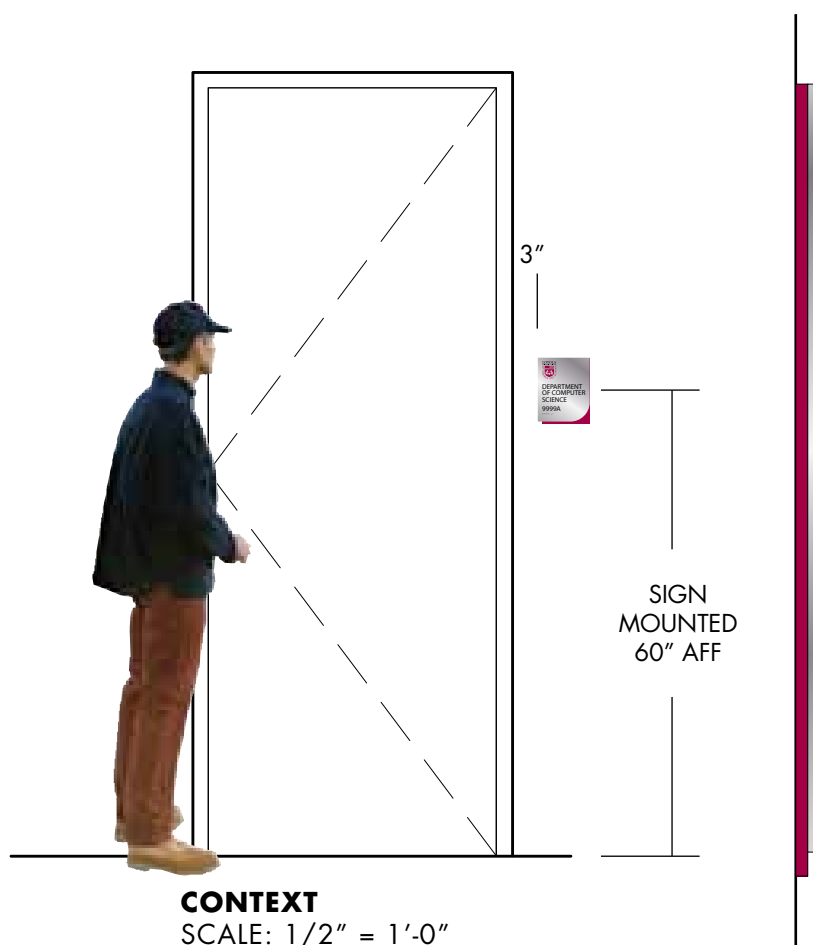
date 15 MAY, 2015
scale AS NOTED

sheet no. A21-1

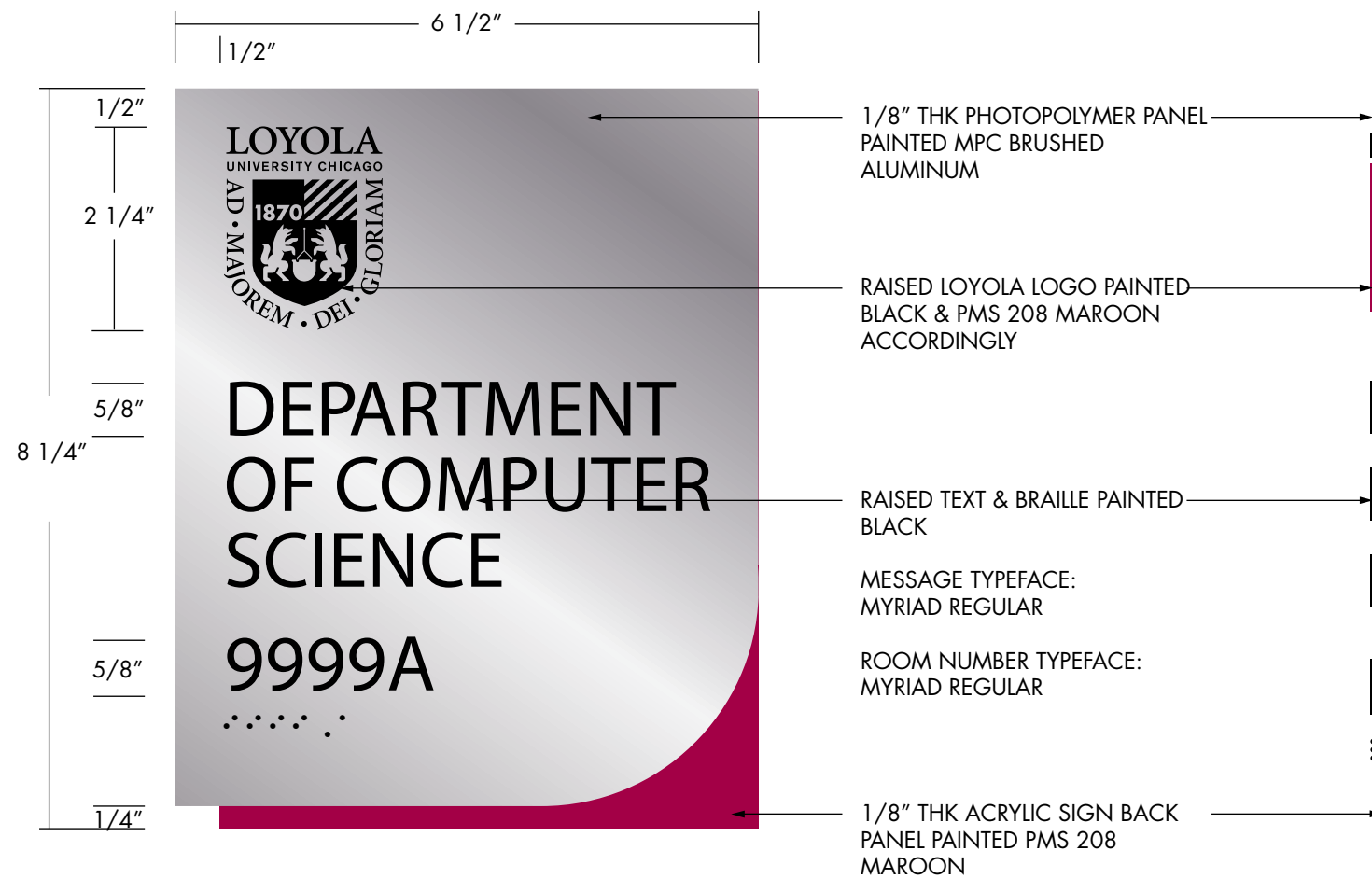
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4 PLAN
A21-1 SCALE: 6" = 1'-0"



1 SIDE VIEW
A21-1 SCALE: 6" = 1'-0"



2 ELEVATION
A21-1 SCALE: 6" = 1'-0"

3 SIDE - OPPOSITE
A21-1 SCALE: 6" = 1'-0"

ENTIRE SIGN ASSEMBLY MOUNT-
ED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS
MOUNT LOCATION IS
NECESSARY, PROVIDE SINGLE
IDENTICAL BACK-UP ACRYLIC
PANEL PAINTED PMS 208
MAROON MOUNTED TO INTERI-
OR SIDE OF SIDELIGHT

CONTEXT
SCALE: 1/2" = 1'-0"



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Sign Type A21a
Permanent Room Sign -
(Back of House -Numbers/
Text)

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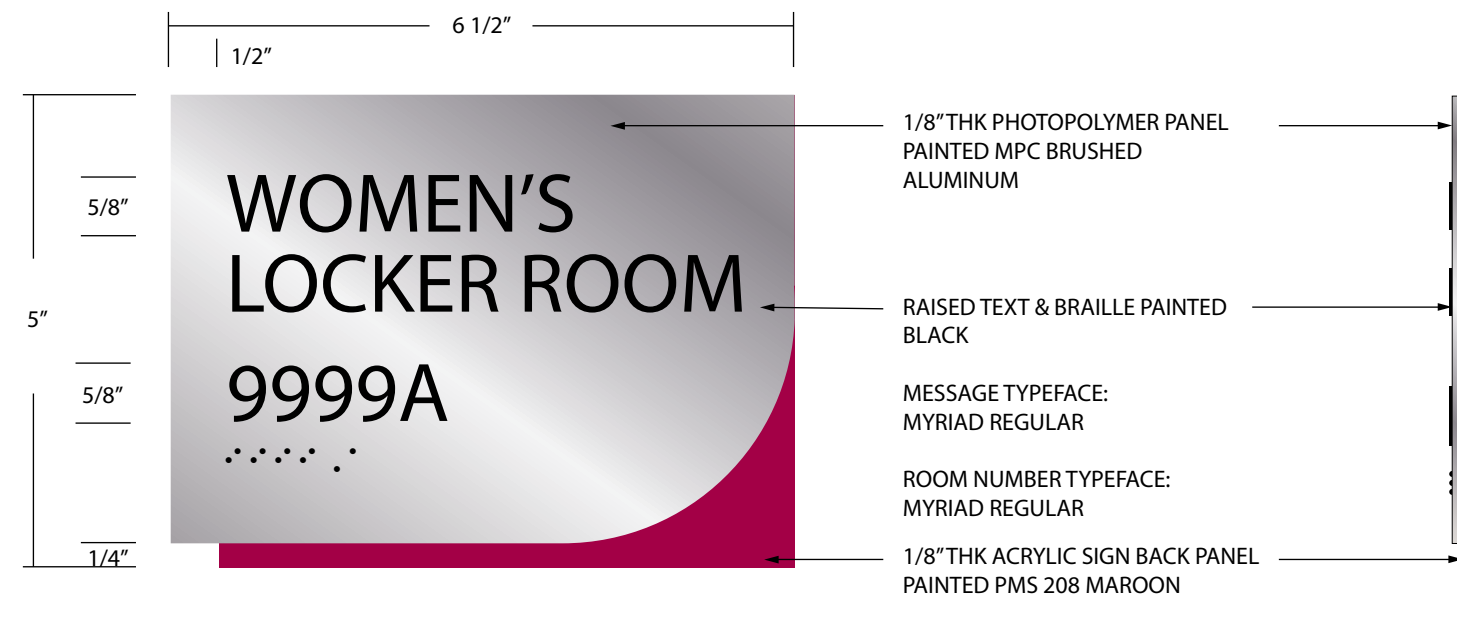
date 15 MAY, 2015
scale AS NOTED

sheet no. A21a-1

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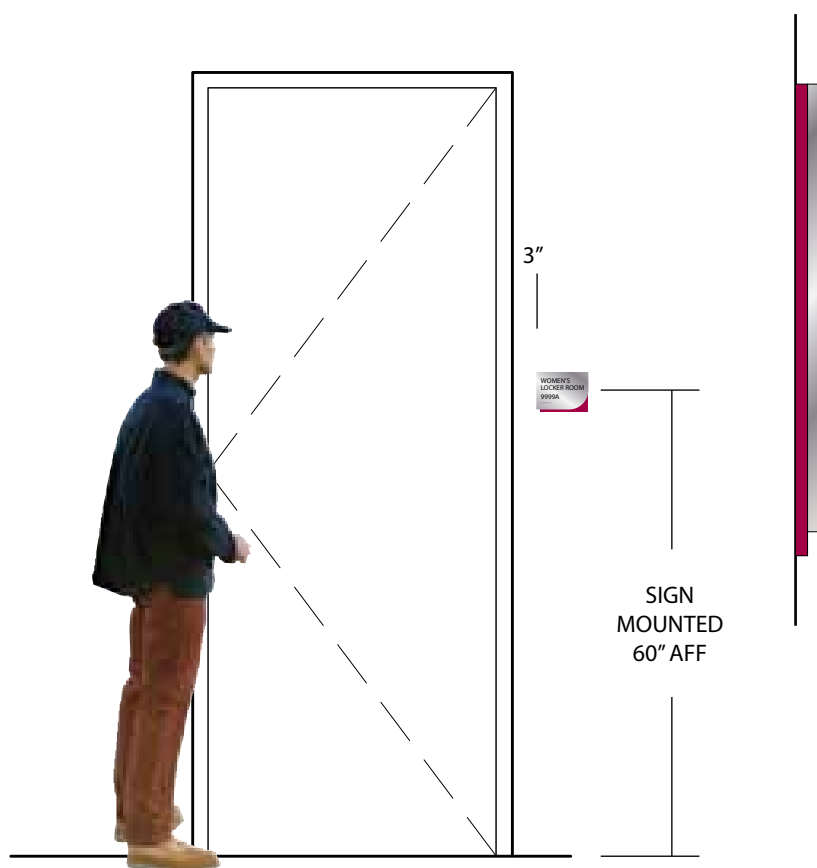
4 PLAN
A21a-1 SCALE: 6" = 1'-0"



ENTIRE SIGN ASSEMBLY MOUNTED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS MOUNT LOCATION IS NECESSARY, PROVIDE SINGLE IDENTICAL BACK-UP ACRYLIC PANEL PAINTED PMS 208 MAROON MOUNTED TO INTERIOR OR SIDE OF SIDELIGHT

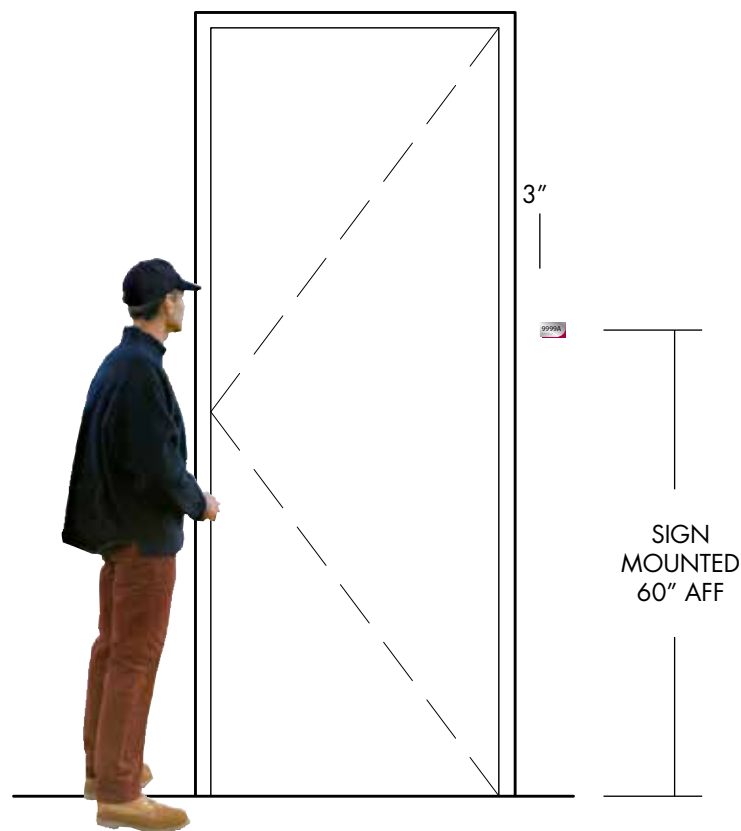
2 ELEVATION
A21a-1 SCALE: 6" = 1'-0"



CONTEXT
SCALE: 1/2" = 1'-0"

1 SIDE VIEW
A21a-1 SCALE: 6" = 1'-0"

3 SIDE - OPPOSITE
A21a-1 SCALE: 6" = 1'-0"

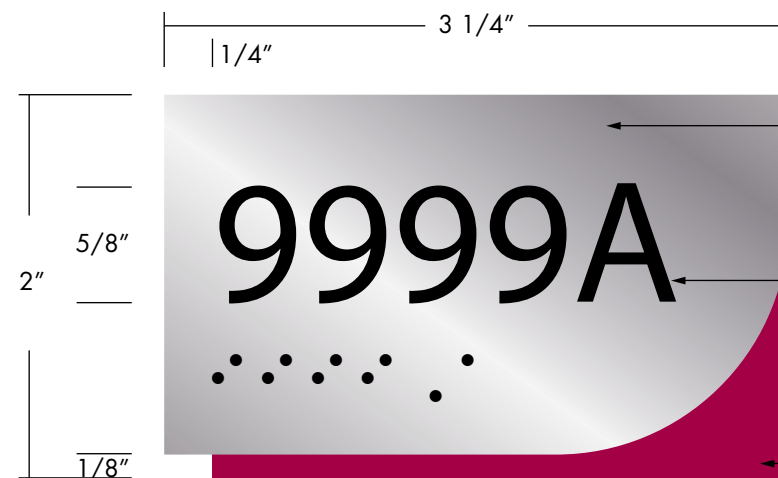


CONTEXT
SCALE: 1/2" = 1'-0"

1 SIDE VIEW
A21b-1 FULL SCALE



4 PLAN
A21b-1 FULL SCALE



2 ELEVATION
A21b-1 FULL SCALE

1/8" THK PHOTOPOLYMER PANEL
PAINTED MPC BRUSHED
ALUMINUM

RAISED TEXT & BRAILLE PAINTED
BLACK

TYPEFACE:
MYRIAD REGULAR

1/8" THK ACRYLIC SIGN BACK
PANEL PAINTED PMS 208
MAROON

ENTIRE SIGN ASSEMBLY
MOUNTED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS
MOUNT LOCATION IS
NECESSARY, PROVIDE SINGLE
IDENTICAL BACK-UP ACRYLIC
PANEL PAINTED PMS 208
MAROON MOUNTED TO
INTERIOR SIDE OF SIDELIGHT

3 SIDE - OPPOSITE
A21b-1 FULL SCALE

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sheet title:

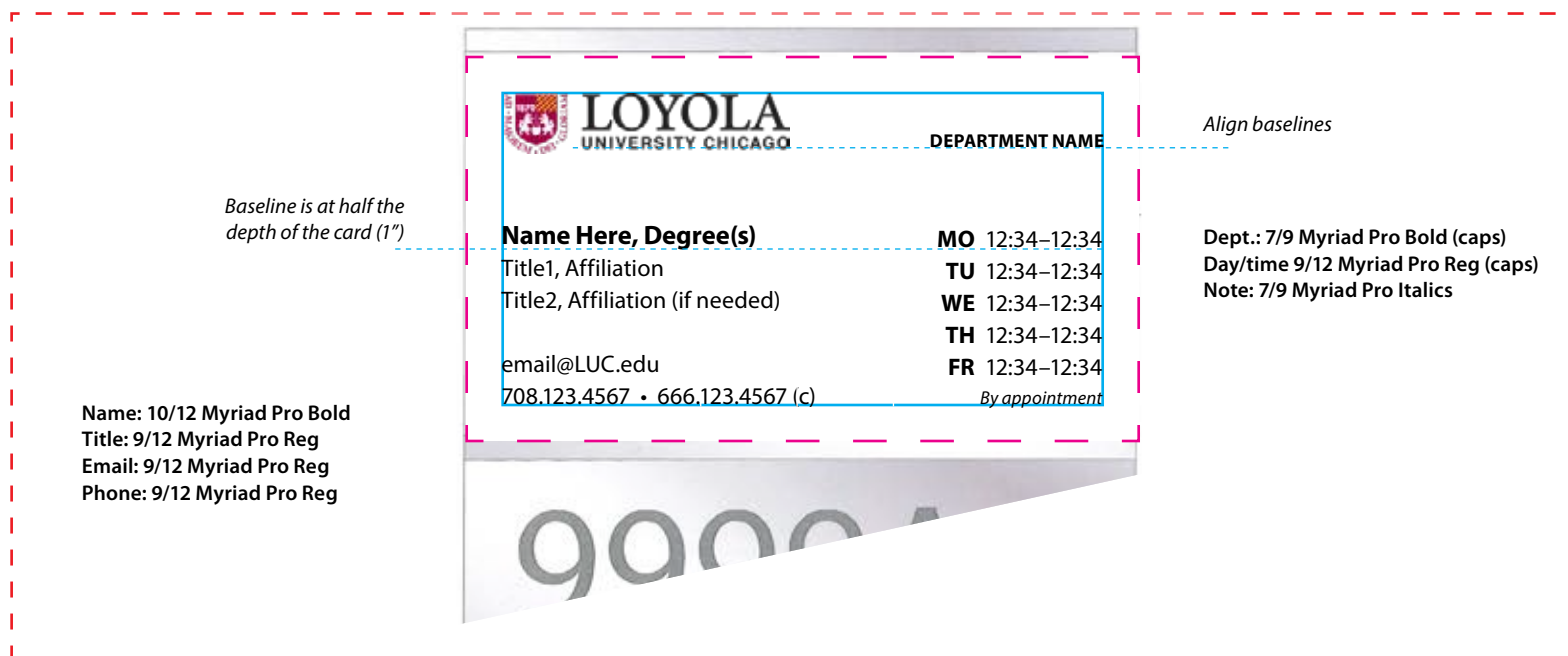
Design Intent - DRAFT

Sign Type A21b
Permanent Room Sign -
(Back of House/Dorm
Room - Numbers Only)

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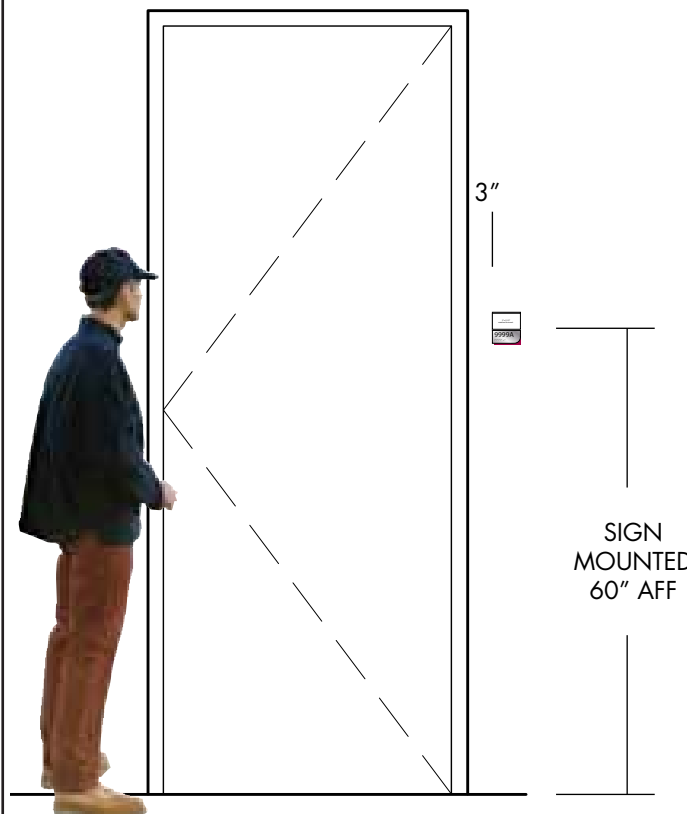
date 15 MAY, 2015
scale AS NOTED

sheet no. A21b-1

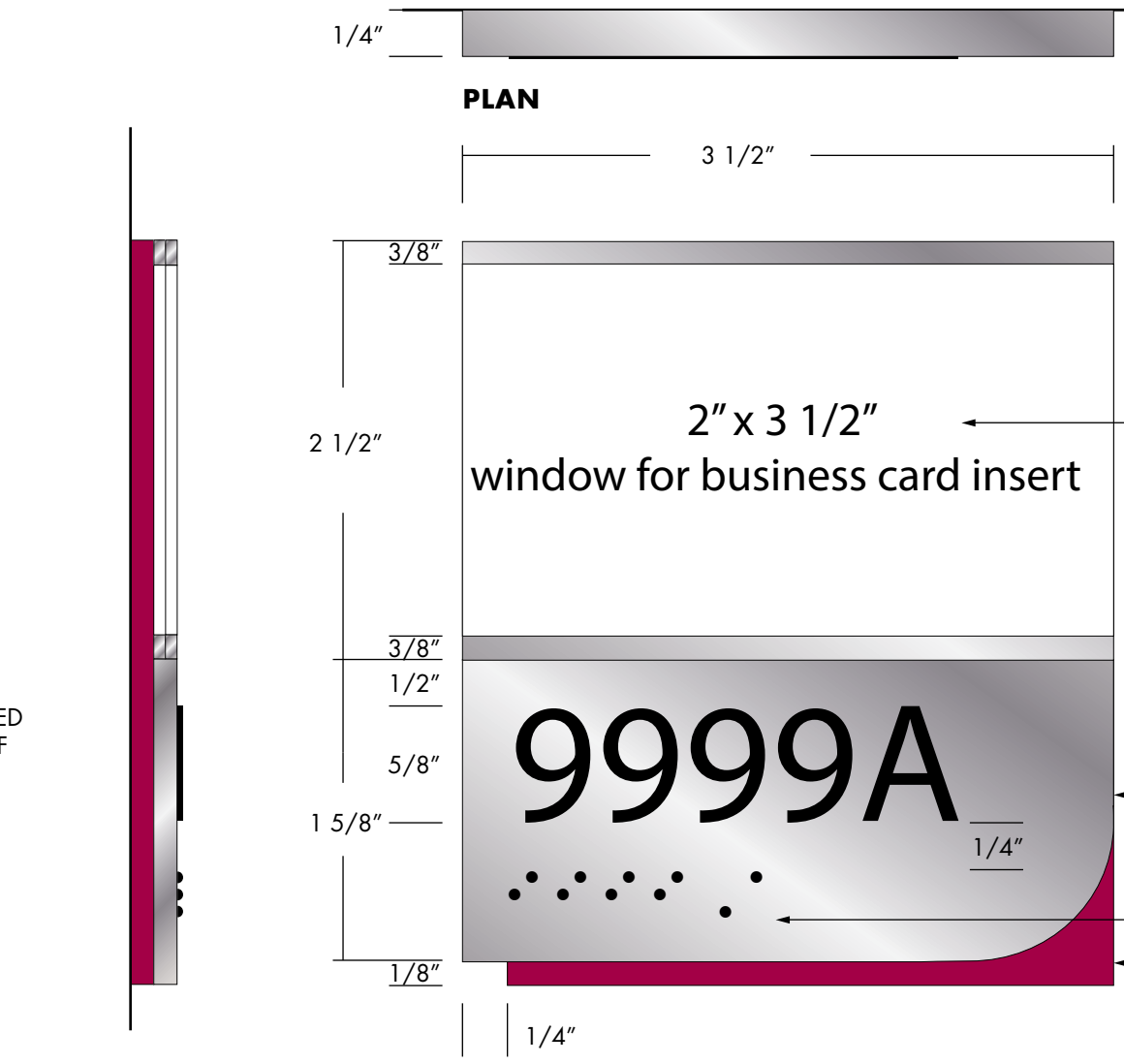


BUSINESS CARD LAYOUT

COORDINATE ANY DEVIATIONS FOR REVIEW WITH UNIVERSITY MARKETING & COMMUNICATION.



CONTEXT
 SCALE: 1/2" = 1'-0"



1 SIDE VIEW
 A21c-1 FULL SCALE

2 ELEVATION
 A21c-1 FULL SCALE

ENTIRE SIGN ASSEMBLY MOUNTED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS MOUNT LOCATION IS NECESSARY, PROVIDE SINGLE IDENTICAL BACK-UP ACRYLIC PANEL PAINTED PMS 208 MAROON MOUNTED TO INTERIOR SIDE OF SIDELIGHT

ACRYLIC SIGN PANEL W/ 2" X 3 1/2" CLEAR WINDOW FOR BUSINESS CARD INSERT

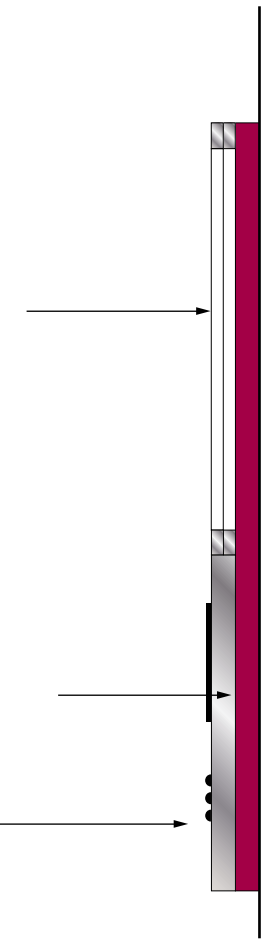
PROVIDE TIGHT FIT INSERT SLOT, INSERTS TO BE TAUT, NOT BOWING

1/8" THK PHOTOPOLYMER PANEL PAINTED MPC BRUSHED ALUMINUM

RAISED TEXT & BRAILLE PAINTED BLACK

ROOM NUMBER TYPEFACE: MYRIAD REGULAR

1/8" THK ACRYLIC SIGN BACK PANEL PAINTED PMS 208 MAROON



3 SIDE - OPPOSITE
 A21c-1 FULL SCALE

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sheet title:
 Design Intent - DRAFT

Sign Type A21c
 Room Sign - Card

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date 15 MAY, 2015
 scale AS NOTED

sheet no. A21c-1



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sheet title:

Design Intent - DRAFT

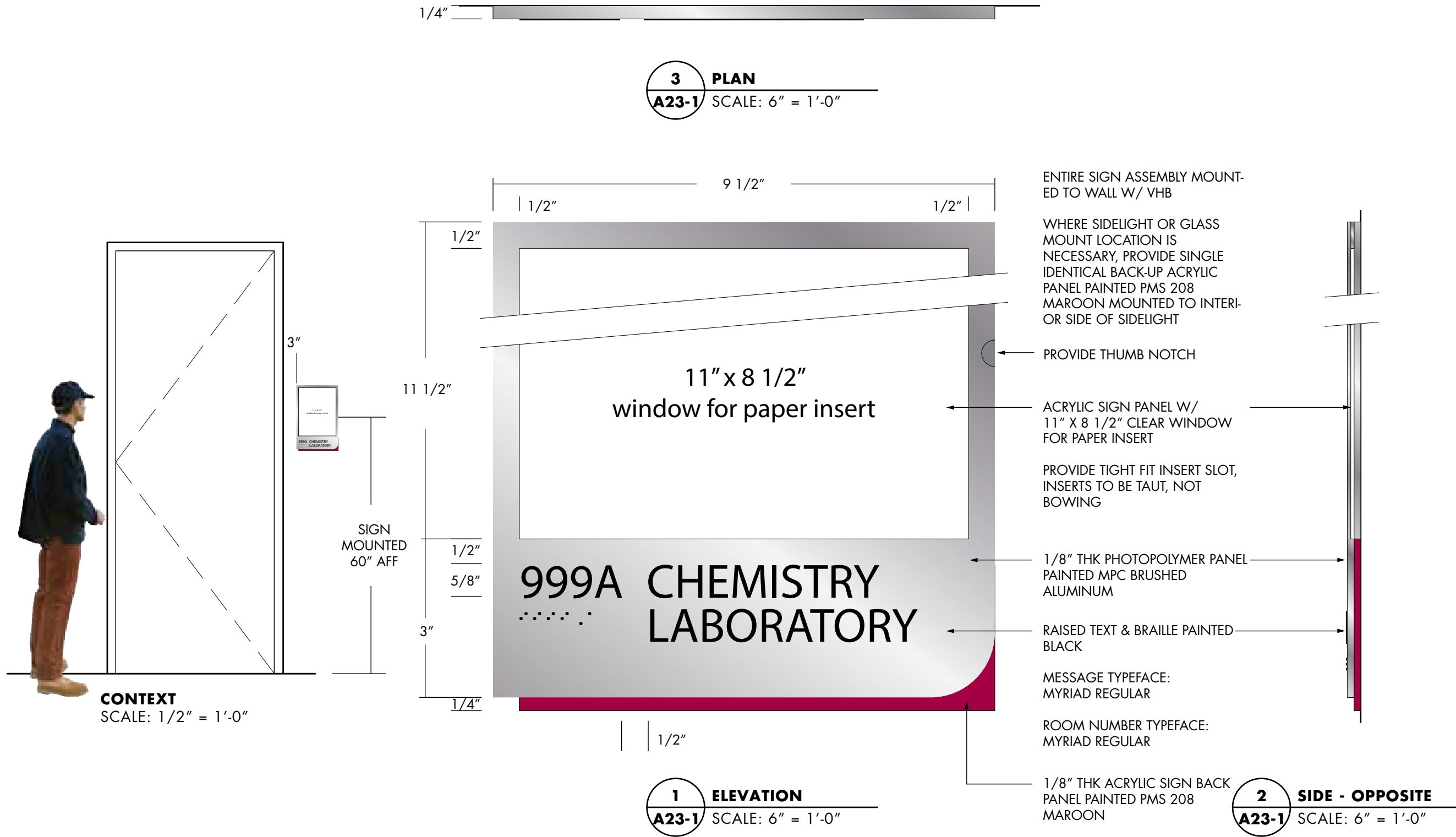
Sign Type A23
Window Sign - Medium

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date 15 MAY, 2015
scale AS NOTED

sheet no. A23-1

DESIGN INTENT: NOT FOR CONSTRUCTION [COORDINATE W/ FINAL ARCHITECTURE & CONDITIONS]



* Message is provided as an example only; actual content & appearance to be finalized during implementation



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sheet title:

Design Intent - DRAFT

Sign Type A23
Window Sign - Medium

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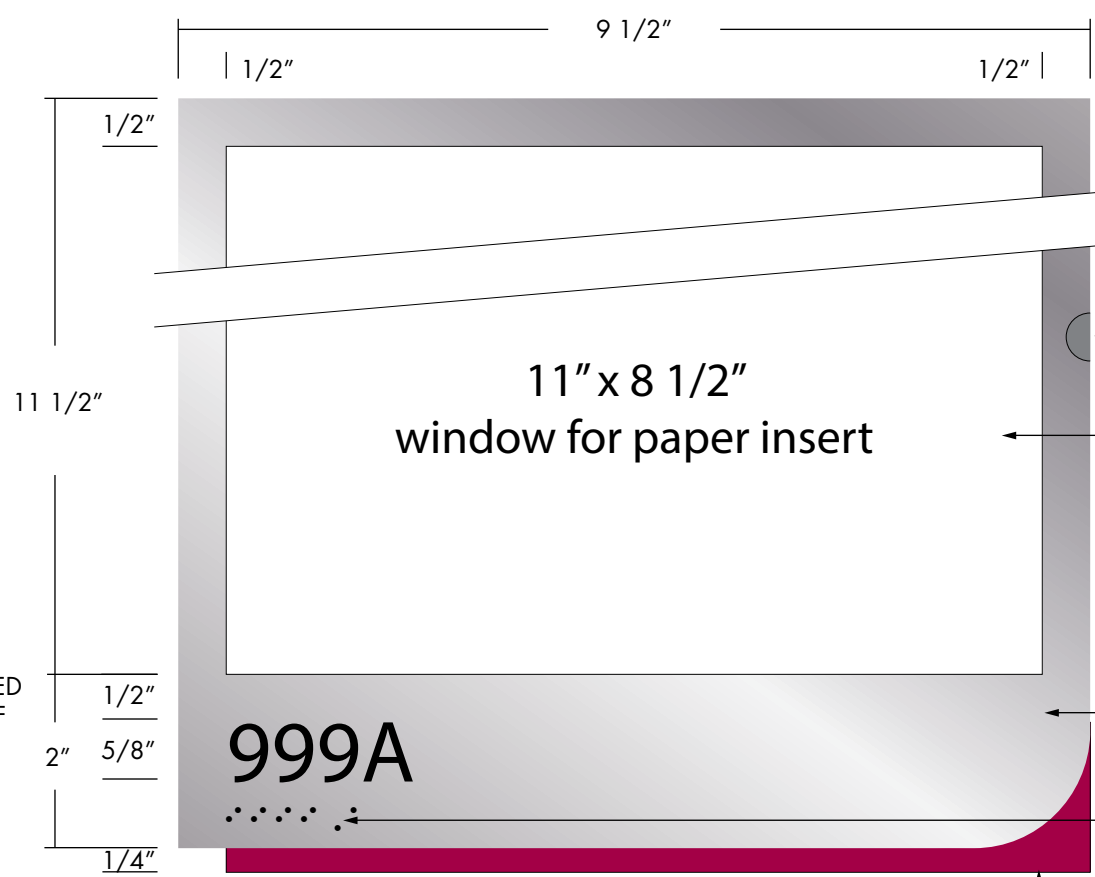
date 15 MAY, 2015
scale AS NOTED

sheet no. A23-1 ALT

DESIGN INTENT: NOT FOR CONSTRUCTION [COORDINATE W/ FINAL ARCHITECTURE & CONDITIONS]



3 PLAN
A23-1 SCALE: 6" = 1'-0"



ENTIRE SIGN ASSEMBLY MOUNTED TO WALL W/ VHB

WHERE SIDELIGHT OR GLASS MOUNT LOCATION IS NECESSARY, PROVIDE SINGLE IDENTICAL BACK-UP ACRYLIC PANEL PAINTED PMS 208 MAROON MOUNTED TO INTERIOR SIDE OF SIDELIGHT

PROVIDE THUMB NOTCH

ACRYLIC SIGN PANEL W/ 11" X 8 1/2" CLEAR WINDOW FOR PAPER INSERT

PROVIDE TIGHT FIT INSERT SLOT, INSERTS TO BE TAUT, NOT BOWING

1/8" THK PHOTOPOLYMER PANEL PAINTED MPC BRUSHED ALUMINUM

RAISED TEXT & BRAILLE PAINTED BLACK

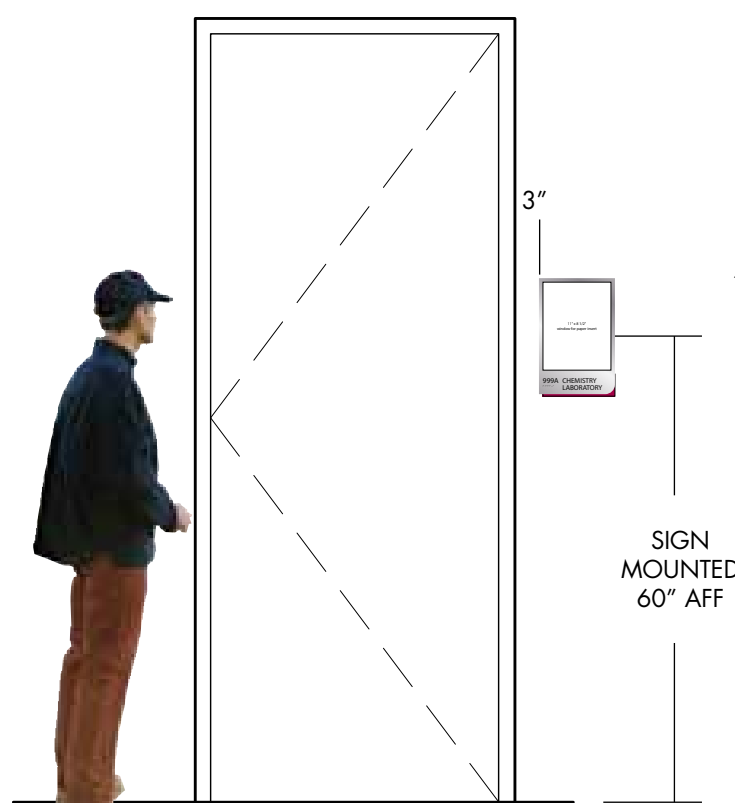
MESSAGE TYPEFACE: MYRIAD REGULAR

ROOM NUMBER TYPEFACE: MYRIAD REGULAR

1/8" THK ACRYLIC SIGN BACK PANEL PAINTED PMS 208 MAROON

2 SIDE - OPPOSITE
A23-1 SCALE: 6" = 1'-0"

1 ELEVATION
A23-1 SCALE: 6" = 1'-0"



CONTEXT
SCALE: 1/2" = 1'-0"