

Signage Standards

February 2026

Queen's University Signage System

Clear, consistent signage plays a critical role in **how people experience and navigate Queen's University**. From first impressions on campus to everyday wayfinding, signage supports accessibility, safety, and a cohesive institutional presence.

These Signage Standards establish a **standardized system for the design, production, and implementation of signage across campus**. They are intended to ensure signage is clear, accessible, and aligned with Queen's Visual Identity and Brand Style, while supporting efficient navigation for students, faculty, staff, and visitors.

This guide outlines approved sign types, design specifications, and ordering processes for permanent exterior and interior wayfinding, regulatory, informational, and donor signage. Adhering to these standards helps maintain a consistent campus environment and reinforces Queen's identity across all physical spaces.

Table of Contents

Permanent Exterior Wayfinding Signage

2	Specifications / General Provisions	
3	Ordering Process	
4	Building Identification – Mounted	E-1
	Building Identification Sign	E-1a
	Building Unit Identification Blade	E-1b
	Building Identification Sign – Small	E-1c
	Building Unit Identification Blade – Small	E-1d
6	Building Identification – Free-standing	E-2
	Building Identification Sign	E-2a
	Unit Identification / Directional Blade	E-2b/c
	Accessible Entrance Sign	E-2e
9	Miscellaneous Wayfinding Signs	E-5
	Regulatory or Warning Sign	E-5b
	Campus Orientation Sign	E-5c
	Interpretive Sign	E-5d
	Digital Sign	E-5e
	Parking Sign – Free-standing	E-5f

Permanent Interior Wayfinding Signage

14	Specifications / General Provisions	
15	Ordering Process	
16	Academic and Administrative Room Identification Signs	I-1
	Room Number Sign	I-1a/b
	Classroom Sign	I-1c
	Residence Room Number	I-1d
20	Information Signs	I-2
	Information Sign	I-2a/b/c
	CCTV Sign	I-2d
	Building Hours Sign	I-2e
22	Wayfinding Signs	I-3
	Directional Sign	I-3a
	Identification Sign	I-3b
	Building Directories Sign	I-3c
	Floor Plan	I-3d
	Large Directory Sign	I-3e
	Ceiling Suspended Sign	I-3f
	Campus Directory / Map Sign	I-3g

Table of Contents Cont.

Permanent Interior Wayfinding Signage

29 Building Service Signs	I-4
Stairwell and Level Number Sign	I-4a1
Stairwell and Level Number and Exterior Exit Sign	I-4a2
Elevator Sign	I-4b
Fire Extinguisher Cabinets Sign	I-4c
Fire Valve Sign	I-4d
Exit Wall Sign	I-4e
32 Washroom Signs	I-5
Specifications / General Provisions	I-5
Single-User Washroom Sign	I-5a(1-10)
Single-User Washroom Sign	I-5b(1-7)
Ambulant Washroom Sign	I-5c1
Single-User Showers Sign	I-5d1/d2
Gendered Washroom Sign	I-5e(1-4)

Donor Signage

41 Specifications / General Provisions	
42 Donor Name Cut Letters – Exterior	D-1
43 Donor Name Cut Letters – Interior	D-2
Elevated Sign	D-2a
Eye-level Sign	D-2b
44 Donor Plaque	D-3
Standard Size	D-3a
Large Size	D-3b

Custom or Temporary Signage

46 Specifications / General Provisions	
Pole Pennant	
Pull-up Banner	

Signage Specifications

50 Braille and Tactile Requirements	
51 Sign Material and Installation Specifications	

Permanent Exterior Wayfinding Signage

10 14 00.10 – Type E

Permanent Exterior Wayfinding Signage – Specifications / General Provisions

All university buildings must feature the standard exterior building identification and address sign prominently displayed at all major entrances.

Design Specifications

Queen’s University exterior signs must follow the established design standards and be produced using the signage templates created by University Relations, Marketing and Brand.

Signage design templates have been established based on common use cases for campus-wide consistency and accessibility. They feature consistent nomenclature, design layout, dimensions, background colour, font, font size, letter and line spacing. While sign dimensions may be altered if necessary to fit an environment, all other design specifications should remain consistent. Please review the detailed specifications for each sign type as outlined in this guide.

If the information required for inclusion does not fit within an established template, the Brand Team will be consulted for direction. Should a new use case or sign type be identified, the Brand Team and Facilities, Campus Planning and Real Estate will work together to develop the ideal solution.

Colours

Signage Grey

PMS 2336 CP
CMYK 61, 55, 56, 46

Queen’s Blue
Accessibility Signs

PMS 295
CMYK 100, 63, 0, 67

Queen’s Red
Safety Signs

PMS 187
CMYK 0, 100, 74, 26

Font

Gotham ScreenSmart Medium

Nomenclature and Writing Style

- All unit names and addresses must be spelled out in full, should not include abbreviations, acronyms, or ampersands, or start with the word “The”.
- Shortened naming conventions, which eliminate the internal structure references (“Faculty of”, “School of”, “Office of”, “Department of” etc.), should be used on all signage (some exceptions may be required).

Permanent Exterior Wayfinding Signage – Ordering Process

E

All exterior wayfinding signage must follow the standard ordering process outlined below.

For capital and large renovation projects, contact Facilities, Campus Planning and Real Estate for process guidelines.

1 Signage Request Submission

All requests for external wayfinding signage (*excluding capital and large renovation projects*) must be submitted through the [External Wayfinding Signage Request Form](#) on the Brand Central Website. Up to three sign types can be submitted in one form. Please ensure that you have reviewed these Signage Standards including the writing style, nomenclature, and exterior sign design specifications prior to submission.

2 Submission Review

Submissions will be reviewed by Facilities, Campus Planning and Real Estate, and the University Relations Brand Team at the bi-weekly signage meeting. If any questions arise regarding your submission, a team member may reach out for clarification or information.

3 Quote Approval

Facilities will obtain a quote for sign production and installation from Queen's University's preferred sign supplier. Facilities will then contact the individual placing the order with the quote for approval. *The cost of updating/removing individual slats for E1-a and E2-a signs shall be incurred by the unit requesting the change.*

4 Proof Approval

Once the quote is approved, the sign will enter the design queue. Once ready, the Brand Team will send the individual placing the order the design proof for review and approval.

5 Production and Installation

Following sign design approval, it will proceed into production with the signage supplier. Installation will be scheduled by Facilities and the signage supplier.

The screenshot shows a web browser window with the URL 'queensu.ca/brand-central...'. The page is titled 'Brand Central' and has a navigation bar with links: Home, Visual Identity, Resources, Style Guides, Trademarks and Licensing, and Contact. Below the navigation bar, there is a section titled 'Signage Overview / Exterior Wayfinding Signage Request Form'. The main heading is 'Exterior Wayfinding Signage Request Form'. Below this, there is a paragraph of text explaining the process and a form with fields for 'Name' and 'Email'. A green 'Next' button is visible at the bottom right of the form.

Questions regarding signage can be submitted via the Brand Central [contact form](#) with the subject "Signage".

Building Identification Signs – Mounted

E-1a

Building Identification Sign

24" x 24" *W x H*

Acrylic on Frame

All university buildings must feature the standard exterior building identification and address sign prominently displayed at all major entrances.

The sign must be visible from 10m (30 ft) distance from the approach route(s).

Main Entrance

- Sign message for named buildings displays the building name with street address in smaller type at the bottom
- Sign message for un-named buildings displays street address only in large font

Secondary Entrances

- Named building signs include the building name only
- Un-named building signs include the street address only
- The name of a faculty, school, or department will only be displayed on an E-1a sign where deemed necessary for wayfinding purposes

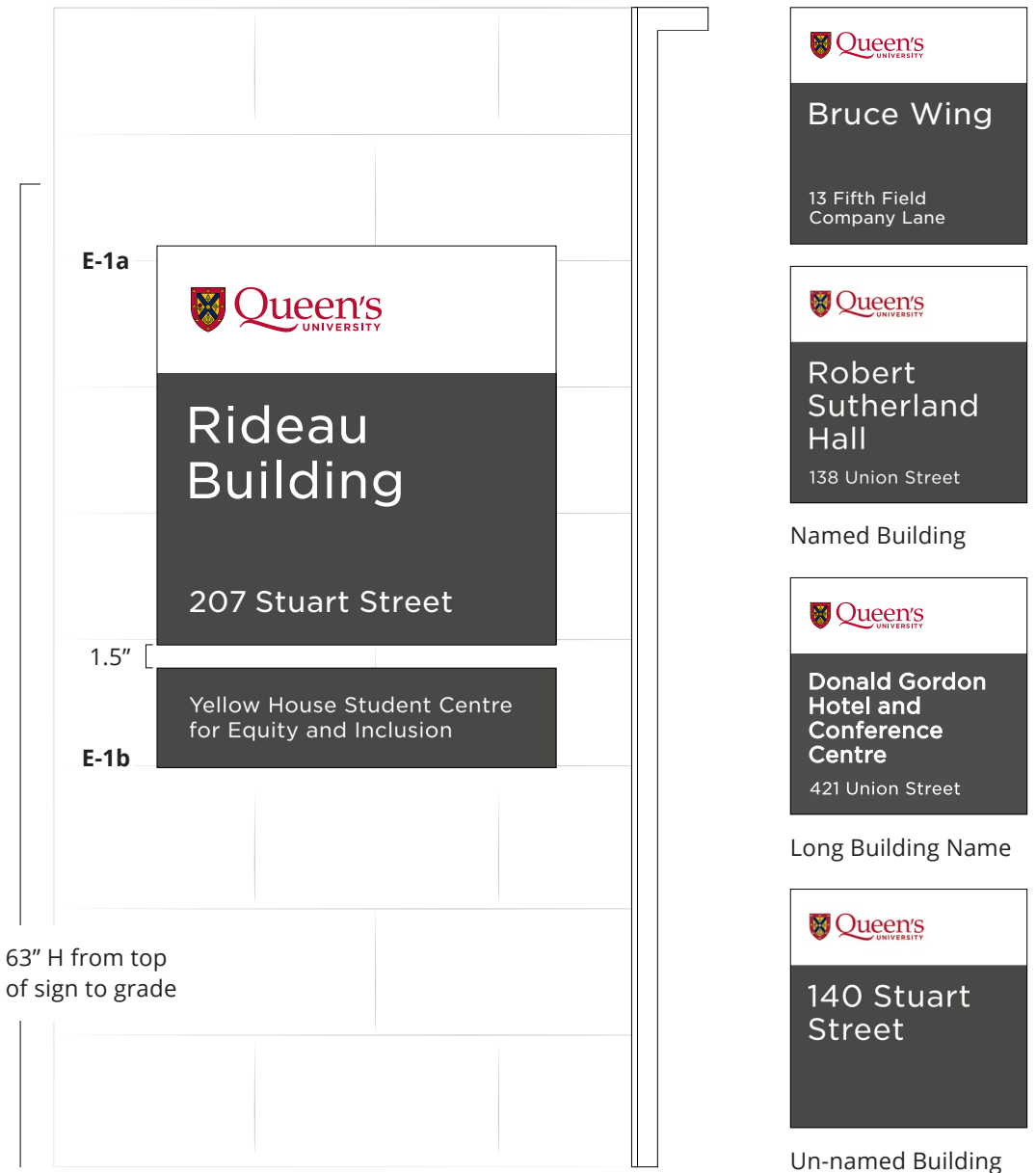
E-1b

Building Unit Identification Blade

24" x 6" *W x H*

Acrylic on Frame

When deemed necessary, mounted building identification signs may include individual or multiple unit directional blades below to identify a faculty, school, department, or group occupant.



Building Identification Signs – Mounted

E-1c

Building Address Sign – Small

16" x 16" *W x H*

Acrylic on Frame

E-1c signs follow the same standards as E-1 signs but are only to be installed on small buildings and houses owned and operated by the university for academic or administrative purposes.

This sign displays street address only, no building name should be included.

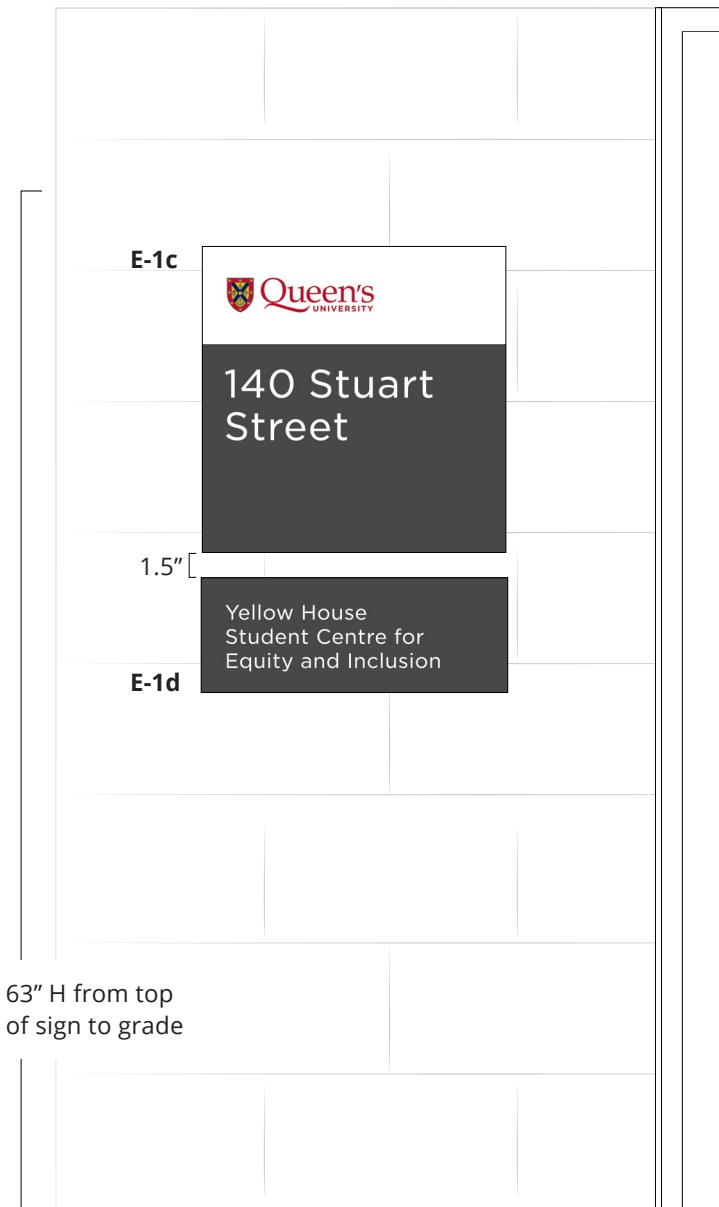
E-1d

Unit Identification Blade – Small

16" x 6" *W x H*

Acrylic on Frame

When deemed necessary, E-1-c signs may include individual or multiple unit directional blades below to identify a faculty, school, department, or group occupant.



Building Identification Signs – Free-standing

E-2a

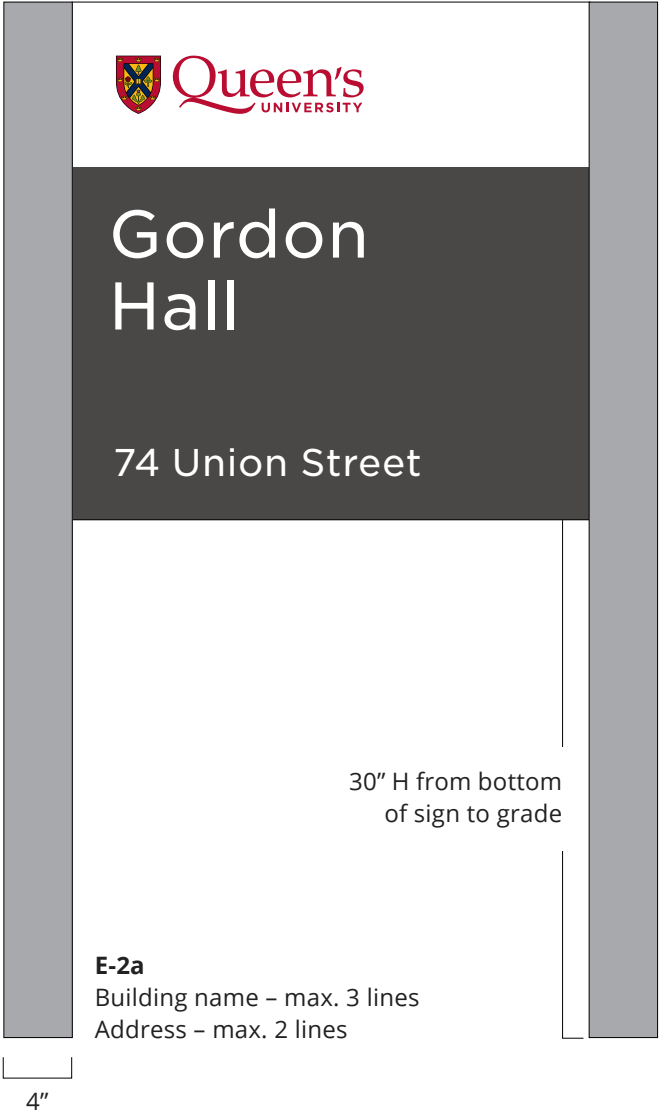
Building Identification Sign
30" x 30" *W x H*
Acrylic on Frame

Freestanding building identification signs will be permitted where in the assessment of Facilities, Campus Planning and Real Estate one or more of the following criteria apply:

- A mounted E-1 sign cannot be visible from a 10m (30 ft) distance on the approach route
- The main entrance is not located along an accessible route
- In the event of a designated heritage façade the same design criteria apply as for E-1 signs, except that the sign will be held by posts on either side, painted matte aluminum. Post to be 4"x4", cap welded level with top of sign.

These post mounted sign are to be mounted 30" from the bottom of the sign to grade.

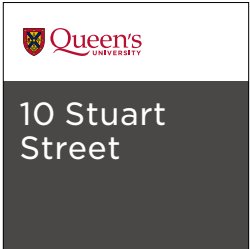
All other requirements for E-1 signs apply to E-2 signs.



Named Building



Long Building Name



Un-named Building

Building Identification Signs – Free-standing

E-2b

Unit Identification Blade

30" x 6" *W x H*

Acrylic on Frame

When deemed necessary, free-standing E-2 signs may include individual or multiple unit identification blades below to identify a faculty, school, department, or group occupant.

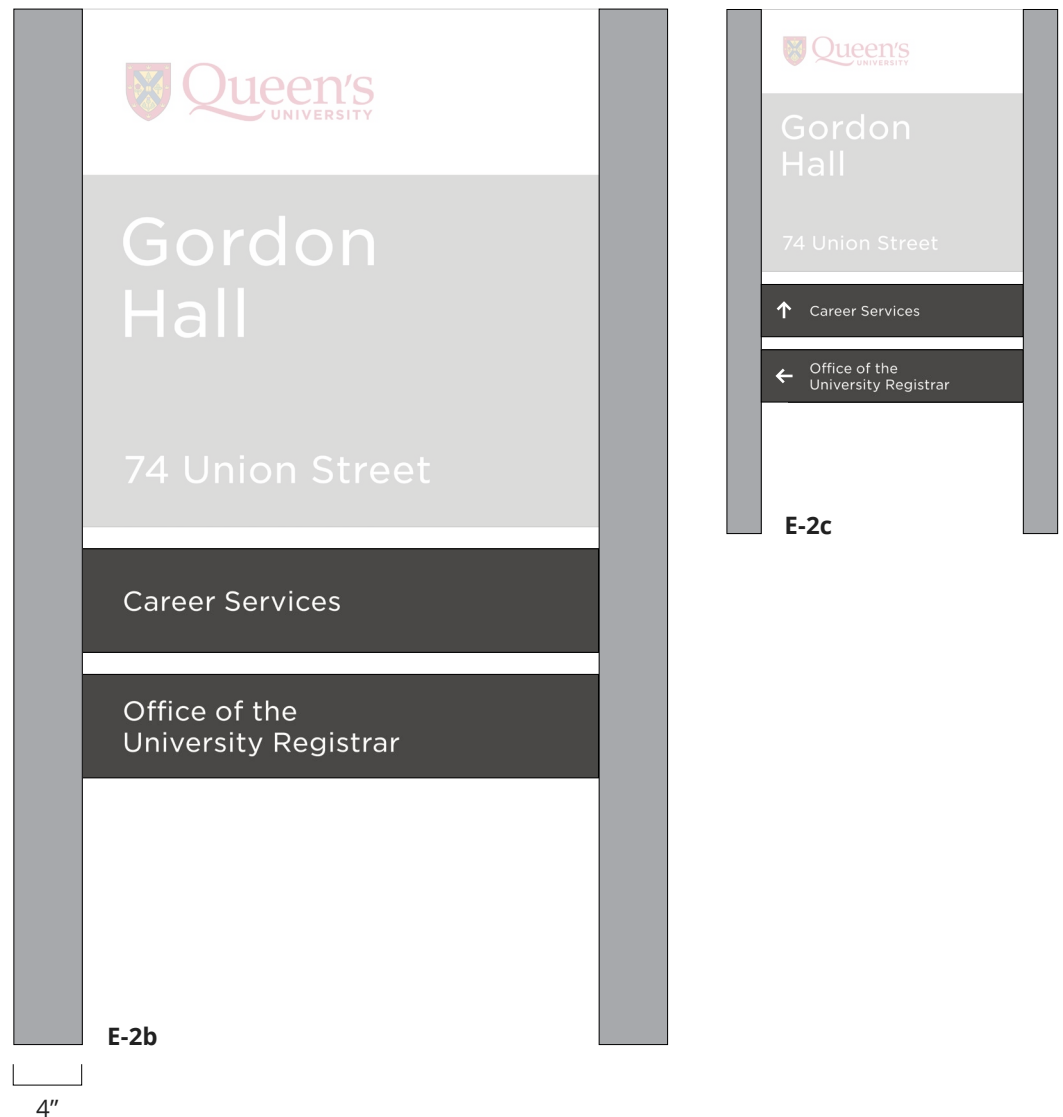
E-2c

Unit Directional Blade

30" x 6" *W x H*

Acrylic on Frame

When deemed necessary, free-standing E-2 signs may include individual or multiple unit directional blades below to identify and direct to a faculty, school, department, or group occupant. Directional blades are used to indicate when multiple units are accessible through different entrances (in different directions).



Building Identification Signs – Accessibility

E-2e

Accessible Entrance Sign

30" x 8" or 30" x 12" *W x H*

Acrylic on Frame

An accessible entrance sign should be used when an accessible entrance is not located at or in close proximity to the main entrance of a building. These signs direct users to the location of the nearest accessible entrance.

Accessible entrance signs are applied under a wall-mounted E-2a sign and as a blade on a free-standing E-2b sign.



Accessible entrance
through Stuart Street
parking lot



Accessible entrance
through parking lot
between Miller Hall
and Bruce Wing

Accessible Entrance Signs



Accessible
entrance through
Deacon Walk

Accessible
Entrance



Accessible Entrance Directional Signs



Bruce Wing

13 Fifth Field
Company Lane



Accessible
entrance through
Deacon Walk

Wall-Mounted



Gordon
Hall

74 Union Street

Career Services



Accessible
entrance through
Deacon Walk

Free-standing

Miscellaneous Exterior Wayfinding Signage

E-5b

Regulatory or Warning Sign

Customized Size
Aluminum

Regulatory and warning signs may be required for one of the following purposes: display facility or zone designations (i.e., Lot A, loading zone), direct to and orient within facilities, control traffic (i.e., fire route), special uses (i.e., parking for service vehicles, accessible stalls), display rates and regulations, or identify accessible routes and facilities.

Where applicable, these signs may require adherence to codes administered by other authorities.

Design and location will be reviewed on a case-by-case basis by Facilities, Campus Planning and Real Estate with input from the University Relations Brand Team.



20" x 14"



10" x 10"

USE PLAYING SURFACE AT YOUR OWN RISK

IN CASE OF EMERGENCY,
please call 911, or Queen's
Emergency Report Centre
at 613-533-6111,
or use any blue light
emergency phone.

BEACH VOLLEYBALL FACILITY USE RULES

Violation of any of the below listed rules and regulations may result in immediate removal from facility and further sanctions.

- NO ANIMALS are allowed.
- All animals must remain off the sand.
- Absolutely NO glass containers.
- NO FOOD products allowed on the sand; including GUM, and all SEED or NUT products.
- Fireworks or other explosive devices are NOT permitted.
- Inappropriate behaviour such as swearing, physical or verbal abuse will not be tolerated and may result in immediate removal from facility and further sanctions.
- DO NOT leave any valuables unattended. Queen's University is NOT responsible for lost or stolen items.

22" x 48.75"

Miscellaneous Exterior Wayfinding Signage

E-5c

Campus Orientation Sign

Customized Size

Campus orientation signs display the university logo and a campus map, oriented in the viewer's direction of travel.

These signs should be located at major decision points and minor circulation nodes (see Appendix A for gateway locations).

Design and location will be reviewed on a case-by-case basis by Facilities, Campus Planning and Real Estate with input from the University Relations Brand Team.



Miscellaneous Exterior Wayfinding Signage

E-5d

Interpretive Sign

Customized Size
Bronze

Various interpretive signs identify historic buildings, important sites, gifts, or memorials. (i.e., the Queen's Remembers plinth program, memorial tree and bench plaques, public art installations, plant identification, donor recognition, Indigenous history).

Design and location will be reviewed on a case-by-case basis by Facilities, Campus Planning and Real Estate with input from the University Relations Brand Team.



**Memorial Bronze
Tree Plaque**
8" x 9"



**Memorial Bronze
Bench Plaque**
10.5" x 8.5"

E-5e

Digital Sign

Customized Size
Electronic

Digital signs may be installed to display both wayfinding and communications information.

Design and location will be reviewed on a case-by-case basis by Facilities, Campus Planning and Real Estate with input from the University Relations Brand Team.

Miscellaneous Exterior Wayfinding Signage

E-5f

Parking Sign – Free-standing

18" x 24" *W x H*
Aluminum

Free-standing parking signs are used to convey information regarding parking permits, parking reserved hours, or directional information.

Design and location will be reviewed on a case-by-case basis by Facilities, Campus Planning and Real Estate with input from the University Relations Brand Team.



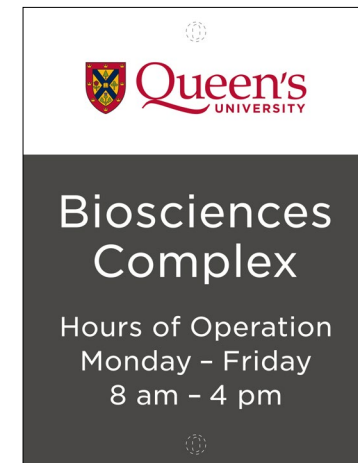
**Single-unit, Single Direction
Parking Sign**
One-line name only



**Multi-unit, Single Direction
Parking Sign**
Up to three-line name



Multi Direction Parking Sign
Straight arrow always appears first



**Hours of Operation
Parking Sign**

Permanent Interior Wayfinding Signage

10 14 00.20 – Type I

Permanent Interior Wayfinding Signage – Specifications / General Provisions



To ensure consistent and effective navigation across campus, all university buildings must use standardized interior wayfinding signage from the Queen’s Wayfinding Signage System.

Design Specifications

Queen’s University interior signs must follow the established design standards and be produced using the signage templates created by the University Relations Brand Team.

Signage design templates have been established based on common use cases for campus-wide consistency and accessibility. They feature consistent nomenclature, design layout, dimensions, background colour, font, font size, letter and line spacing. While sign dimensions may be altered if required to fit an environment, all other design specifications should remain consistent. Please review the detailed specifications for each sign type as outlined in this guide.

If the information required for inclusion does not fit within an established template, the Brand Team will be consulted for direction. Should a new use case or sign type be identified, the Brand Team and Facilities, Campus Planning and Real Estate will work together to develop the ideal solution.

Many interior sign types have been developed using modular acrylic sign holders which accept printed paper sign inserts. The sign copy can be updated and changed relatively quickly and economically without the necessity of purchasing a new sign holder. Signage inserts are printed by Queen’s preferred print supplier.

Colours

Signage Grey

PMS 2336 CP
CMYK 61, 55, 56, 46

Queen’s Blue
Accessibility Signs

PMS 295
CMYK 100, 63, 0, 67

Queen’s Red
Safety Signs

PMS 187
CMYK 0, 100, 74, 26

Font

Gotham ScreenSmart Medium

Nomenclature and Writing Style

- All unit names and addresses must be spelled out in full, should not include abbreviations, acronyms, or ampersands, or start with the word “The”.
- Shortened naming conventions, which eliminate the internal structure references (“Faculty of”, “School of”, “Office of”, “Department of” etc.), should be used on all signage (some exceptions may be required).
- Consistent naming should be applied for common functional rooms (i.e. Mechanical Room, Electrical Room, Custodial Closet, Communications Room, Change Room).

Permanent Interior Wayfinding Signage – Ordering Process

I

All exterior wayfinding signage must follow the standard ordering process outlined below.

For capital and large renovation projects, contact Facilities, Campus Planning and Real Estate for process guidelines.

1 Signage Request Submission

All requests for external wayfinding signage (*excluding capital and large renovation projects*) must be submitted through the [Interior Wayfinding Signage Request Form](#) on the Brand Central Website. Up to three sign types can be submitted in one form. Please ensure that you have reviewed these Signage Standards including the [writing style, nomenclature, and interior sign design specifications](#) prior to submission.

2 Submission Review

Submissions will be reviewed by Facilities Campus Planning and Real Estate and the University Relations Brand Team at the bi-weekly signage meeting. If any questions arise regarding your submission, a team member may reach out for clarification or information.

3 Quote Approval

Facilities Campus Planning will obtain a quote for sign production and installation from Queen's University's preferred sign supplier. Facilities Campus Planning will then contact the individual placing the order with the quote for approval. *The cost of updating/removing individual slats for E1-a and E2-a signs shall be incurred by the unit requesting the change.*

4 Proof Approval

Once the quote is approved, the sign will enter the design queue. Once ready, the Brand Team will send the individual placing the order the design proof for review and approval.

5 Production and Installation

Following sign design approval, it will proceed into production with the signage supplier. Installation will be scheduled by Facilities and the signage supplier.

The screenshot shows a web browser window with the URL 'queensu.ca/brand-central...'. The page is titled 'Interior Wayfinding Signage Request Form' and is part of the 'Brand Central' website. The form includes a 'Name' field and an 'Email' field, both with asterisks indicating they are required. There is a 'Next' button at the bottom right of the form. The page also contains a 'Signage Overview' section with text about the signage system and a 'Please complete and submit the interior wayfinding signage request form below' instruction.

Questions regarding signage can be submitted via the Brand Central [contact form](#) with the subject "Signage".

Academic and Administrative Room Identification Signs

I-1a

Room Number Sign

Clear Acrylic Frame: 8.75" x 5.25" *W x H*

Printed Paper, Top Insert

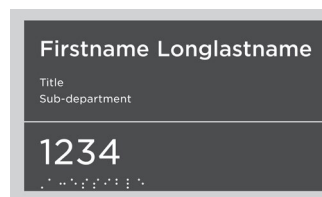
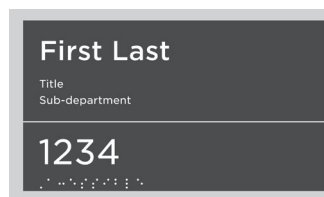
Room name and number signs are used to indicate a room number along with either the name of the room or the name of the individual occupying the office or cubicle. Smaller type is available to indicate title, department, sub-department, or other useful room details.

Raised room numbers and braille are applied to the acrylic frame for rooms and offices. Individual cubicle workstation signs do not require raised numbers or braille.

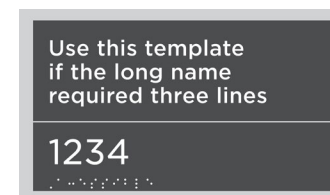
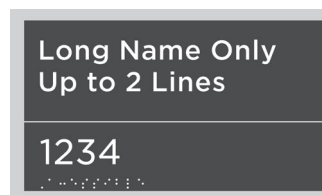
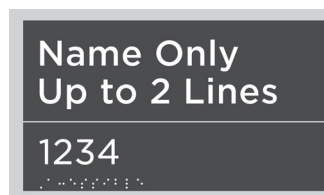
Room Number appear in raised white laminate plastic tactile, 0.875" high, and occupy the bottom third portion (1.5") of sign, 0.25" from bottom and left-hand side of frame. Remaining 3" field above could contain desktop generated display message and dividing lines, in white, i.e., name of occupant / title / function, etc.

Braille (Grade 1) should use the Apple Braille font, clear and sized at 31pt, with a height of 0.26". It must be positioned directly below the raised room number and maintain a minimum spacing of 0.375" from other tactile wording or the edges of the sign.

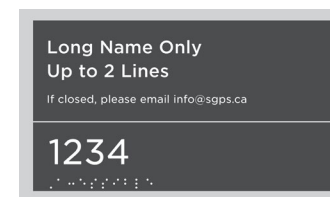
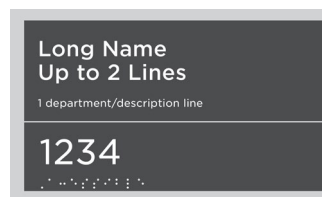
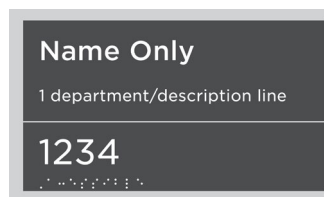
When I-1 (room number) and I-4 (identification) signs are displayed together, the I-1 sign will be installed below, with a 1" clearance between frames. The frames will be right justified to align with the door frame.



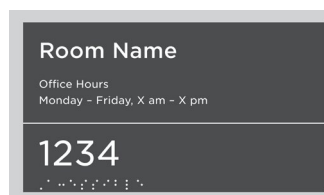
Insert options with employee information



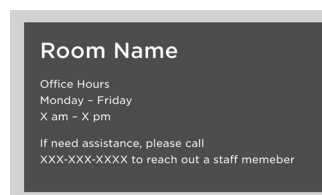
Insert options with room name only



Insert options with room name and department or additional information



Insert with office hours



Frame without room number
Insert with office hours

Academic and Administrative Room Identification Signs

I-1b

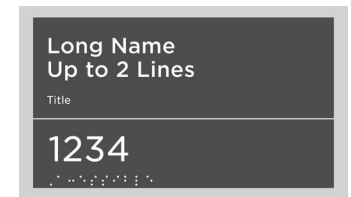
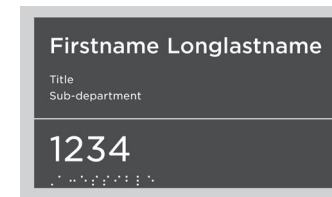
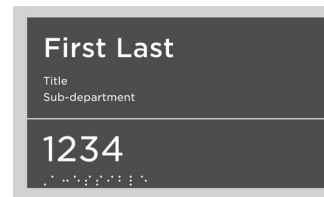
Room Number Sign – Lab Setting
Clear Acrylic Frame: 8.75" x 5.25" *W x H*
Printed Paper, Left/Right Insert

In lab settings, room name and number sign inserts are inserted in the frame from the left or right.

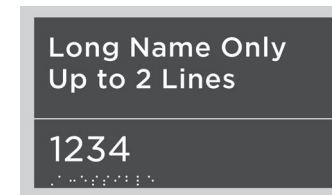
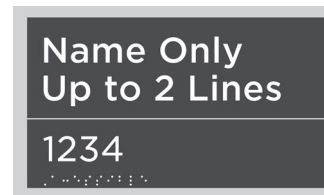
Room Number appear in raised white laminate plastic tactile, 0.875" high, and occupy the bottom third portion (1.5") of sign, 0.25" from bottom and left-hand side of frame. Remaining 3" field above could contain desktop generated display message and dividing lines, in white, i.e., name of occupant / title / function, etc.

Braille (Grade 1) should use the Apple Braille font, clear and sized at 31pt, with a height of 0.26". It must be positioned directly below the raised room number and maintain a minimum spacing of 0.375" from other tactile wording or the edges of the sign.

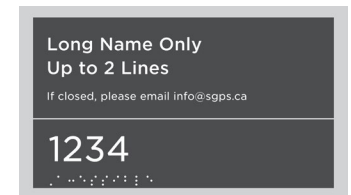
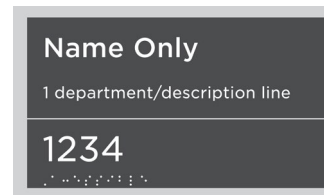
When I-1 (room number) and I-4 (identification) signs are displayed together, the I-1 sign will be installed below, with a 1" clearance between frames. The frames will be right justified to align with the door frame.



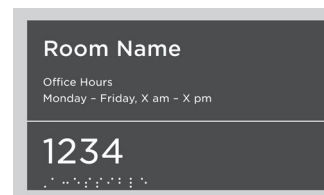
Insert options with employee information



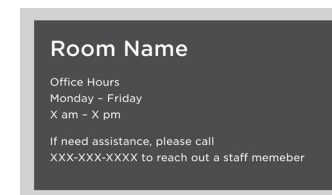
Insert options with room name only



Insert options with room name and department or additional information



Insert with office hours



Frame without room number
Insert with office hours

Academic and Administrative Room Identification Signs

I-1c

Classroom Sign

Clear Acrylic Frame: 8.75" x 8.75" *W x H*
Printed Paper, Top Insert

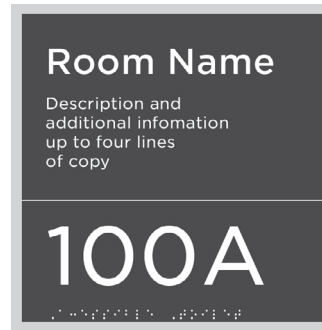
Classroom signs appear in a larger square size and feature increased room numbers for improved visibility in wayfinding.

The paper insert may include the room name, type of classroom, room capacity, and building name. Note that the frame does not have a thumbprint opening.

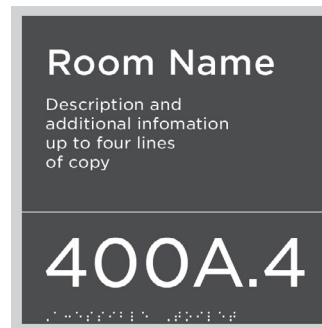
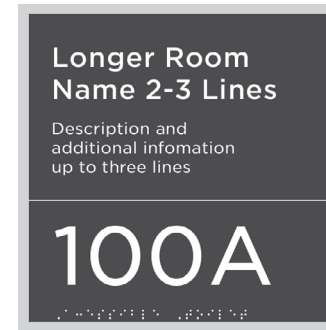
Room Number font size is 155pt with height of 1.61", positioned on the lower left side of the sign frame.

Braille (Grade 1) should use the Apple Braille font, clear and sized at 31pt, with a height of 0.26". It must be positioned directly below the raised room number and maintain a minimum spacing of 0.375" from other tactile wording or the edges of the sign.

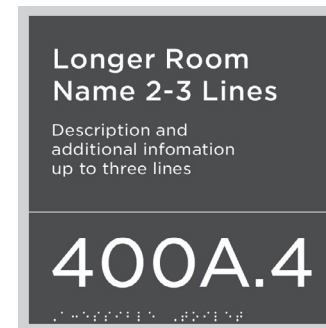
When I-1 (room number) and I-4 (identification) signs are displayed together, the I-1 sign will be installed below, with a 1" clearance between frames. The frames will be right justified to align with the door frame.



Standard



Long Room Number



Academic and Administrative Room Identification Signs

I-1d

Residence Room Number Sign

5" x 4" *W x H*

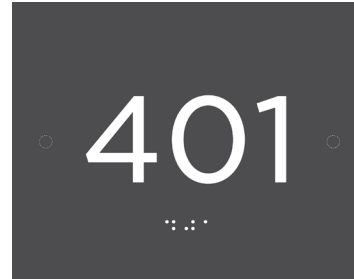
Acrylic on Frame

Room numbers for residences feature a large white tactile number with clear Grade 1 braille centred below.

Signs to be secured in place with double-sided tape top and bottom and one 3/16" drill holes on both sides.

Braille (Grade 1) should use the Apple Braille font, clear and sized at 31pt, with a height of 0.26". It must be positioned directly below the raised room number and maintain a minimum spacing of 0.375" from other tactile wording or the edges of the sign.

When I-1 (room number) and I-4 (identification) signs are displayed together, the I-1 sign will be installed below, with a 1" clearance between frames. The frames will be right justified to align with the door frame.



Information Signs

I-2a

Information Sign – Small

Clear Acrylic Frame: 9.25" x 6.75" *W x H*

Printed Paper, Back Insert: 8.5" x 6"

The small information sign is similar to the I-1a room name and number sign (small room number) but with more space for additional information. There is a thumbprint opening on the back of the sign frame.

I-2b

Information Sign – Medium

Clear Acrylic Frame: 9.25" x 11.75" *W x H*

Printed Paper, Back Insert: 8.5" x 11"

The medium information sign is similar to the I-1b classroom name and number sign (large room number) but with more space for additional information. There is a thumbprint opening on the back of the sign frame.

I-2c

Information Sign – Large

Clear Acrylic Frame: 11.625" x 17.5" *W x H*

Printed Paper, Back Insert: 11" x 17"

The large information sign is similar to the I-1b classroom name and number sign (large room number) but with significantly more space for additional information. There is a thumbprint opening on the back of the sign frame.

Room Name

Additional information
up to three lines
of copy

100A

I-2a Small

Room Name

Additional information
up to four lines
of copy

100A

I-2b Medium

Use this template
when more space
is required for
the room name
and additional
information

Additional information
that requires less attention

100A

I-2c Large

Information Signs

I-2d

CCTV Sign
8.5” x 4.5” *W x H*
Acrylic

A CCTV sign must be placed in areas that are “video recorded”. If the entire building has CCTV on every level, then the signs can be posted at the main level entry points, just inside the entrance doors.

The inquiries number will either be the main security phone number or the ‘local’ number operating the system.

New signs must be vetted and approved by the Manager of Security Operation.

The sign will be affixed with 3M 4950 VHB tape on the perimeter of the sign.

I-2e

Building Hours Sign
Clear Acrylic Frame: 9.25” x 11.75” *W x H*
Printed Paper, Back Insert: 8.5” x 11”

A building hours sign is used near a buildings entrance when communication of open days and hours is required.

There is a thumbprint opening on the back of the sign frame.

This area is
video recorded

Inquiries: 613-533-2519

Building Hours

Monday	7 am - 10 pm
Tuesday	7 am - 10 pm
Wednesday	7 am - 10 pm
Thursday	7 am - 10 pm
Friday	7 am - 7 pm
Saturday	11 am - 2 pm
Sunday	11 am - 2 pm

If you need assistance, please call
000-000-0000 to reach a staff member.

Wayfinding Signs

I-3a

Directional Sign

Small Acrylic Frame: 8.75" x 8.75" *W x H*

Printed Paper, Top Insert: 8.125" x 8.2"

Medium Acrylic Frame: 11.25" x 11.25" *W x H*

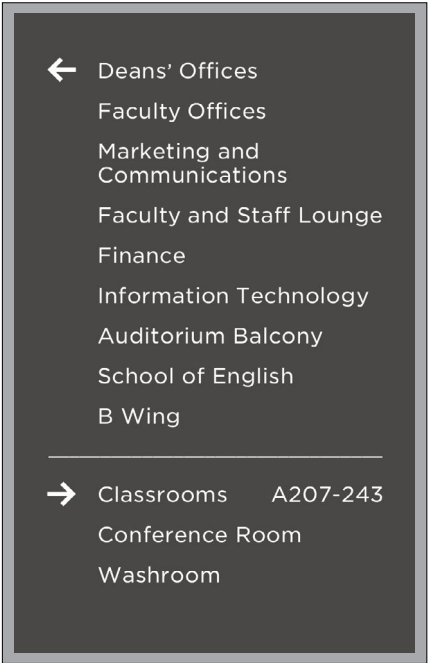
Printed Paper, Top Insert: 10.56" x 10.8"

Large Acrylic Frame: 11" x 17" *W x H*

Printed Paper, Top Insert: 10.5" x 16.8"

Directional signs are used within university buildings to help direct traffic to specific locations.

Arrows provide directional information and standard symbols (i.e., washroom, elevator) are used when applicable.



I-3a Large



I-3a Small

Wayfinding Signs

I-3b

Identification Sign

Small Acrylic Frame: 11.25" x 11.25" *W x H*

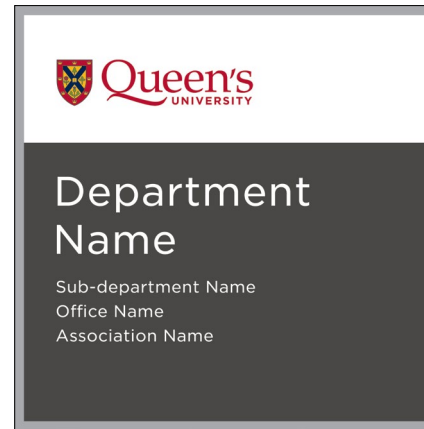
Printed Paper, Back Insert: 10.56" x 10.8"

Large Acrylic Frame: 16" x 16" *W x H*

Printed Paper, Back Insert: 15.25" x 15.625"

Identification signs are used within university buildings to identify space designations or functions (i.e., faculty, school, department, or unit). These signs are placed at the entrance to a unit's larger office space, which may contain a number of individual cubicles, offices, and/or meeting rooms.

I-3b signs should be mounted on the wall adjacent to the latch side of the door.



I-3b

Wayfinding Signs

I-3c

Building Directory Sign

Small Acrylic Frame: 11.25" x 17.25" *W x H*

Printed Paper, Back Insert: 10.56" x 10.8"

Large Acrylic Frame: 16.25" x 24.25" *W x H*

Printed Paper, Back Insert: 15.75" x 23.75"

Building directory signs are used to list all of the units within a university building. They indicate the floor on which each individual unit/space is located and in some instances room numbers are also identified.

Directories are usually placed at building entrances and/or by the elevators.

While a standard design style is followed, flexibility is applied within the information organization depending on the needs of the building and its wayfinding.

Louise D. Acton Building		
2	Rehabilitation Therapy	
	Director's Office	235
	Faculty and Staff Offices	200-235
	Meeting Room	223
	Reception	202
1	Clinical Education Centre	102
	Rehabilitation Therapy	
	Meeting Room	119
	Research Labs	127
	Student Study Space	137
LL1	Health Sciences IT	035A
	Rehabilitation Therapy	
	Classrooms	003, 008, 021
	Student Leadership Office	028
	Student Lounge	035H
	Student Study Space	033

John Deutsch University Centre		
1	Alma Mater Society (AMS)	Queen's Pub and Restaurant
	Food Outlets	Student Life Centre Reception
	Meeting Rooms	Walkhome
	Tricolour Outlet	
2	AMS Media Centre	Office of the Rector
	Concurrent Education	Student Experience Office (SEO)
	Faculty Society	Agora
	Meeting Rooms	Wallace Hall
	Memorial Room	
3	Club Rooms	Society of Graduate and Professional Students (SGPS)
	Community Kitchen and Lounge	Sexual Health Resource Centre
	Faith and Spiritual Life	Student Life Centre
	Food Outlet	Upper Agora
	Meeting Rooms	
4	AMS Peer Support Centre	Wellness Centre
	SGPS Student Advisor	Residences
5-7	Residences	

Human Resources	
1	Administration
	Employee Wellness Services
2	Employee and Labour Relations
	Pension Services
	Total Compensation
3	Client Services
5	AVP Office
	HRMS
	Organizational Development and Learning
University Relations	
4	Integrated Communications
Broadcast Studio	
5	Broadcast Studio

Wayfinding Signs

I-3d

Floor Plan

Small Acrylic Frame: 11.25" x 17.25" *W x H*

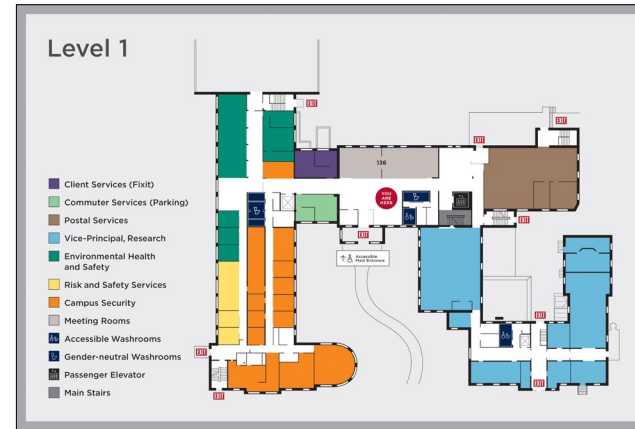
Printed Paper, Back Insert: 10.56" x 10.8"

Large Acrylic Frame: 16.25" x 24.25" *W x H*

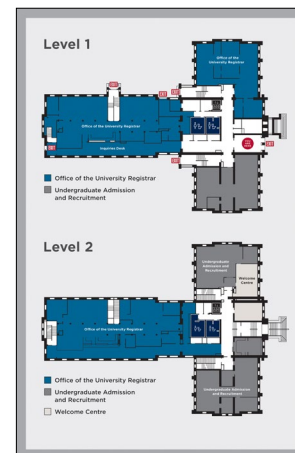
Printed Paper, Back Insert: 15.75" x 23.75"

Floor plans are a visual diagram of each floor in a university building and its interior spaces. Colour coding, legends, and symbols are used to identify occupants, common spaces, washrooms, elevators, stairs, accessible points of entry, routes to the nearest street, pedestrian routes, parking lots, and evacuation procedures and routes.

Floor plans are placed inside the main and secondary entrances of each building.



Floor Plan



Multi Floor Plan

Wayfinding Signs

I-3e

Large Directory Sign

43" x 43" *W x H*

Acrylic

Large building directory signs are similar to I-3c standard directory signs as they are used to list all of the units and their location within a university building. If a larger, more prominent directory is determined to be needed for wayfinding purposes, this is the developed solution. Directory signs indicate the floor on which each individual unit/space is located and in some instances room numbers are also identified.

Directories are usually placed at building entrances and/or by the elevators.

Gordon Hall		
1	Student Services	
	Exams Office	110
	Undergraduate Admission, Registrar and Financial Aid	125
2	Administrative Offices	
	Office of the University Registrar	
	Undergraduate Admission and Recruitment	
3	Career Services	303
	Conference Rooms	302, 324
	Office of the Vice-Provost and Dean of Student Affairs	300
4	Computer Testing Centre	400
	Conference Room	401
	School of Graduate Studies and Postdoctoral Affairs	
	Student Conduct and Care	

Wayfinding Signs

I-3f

Ceiling Suspended Sign

Small: 30" x 6" *W x H*

Medium: 30" x 8" *W x H*

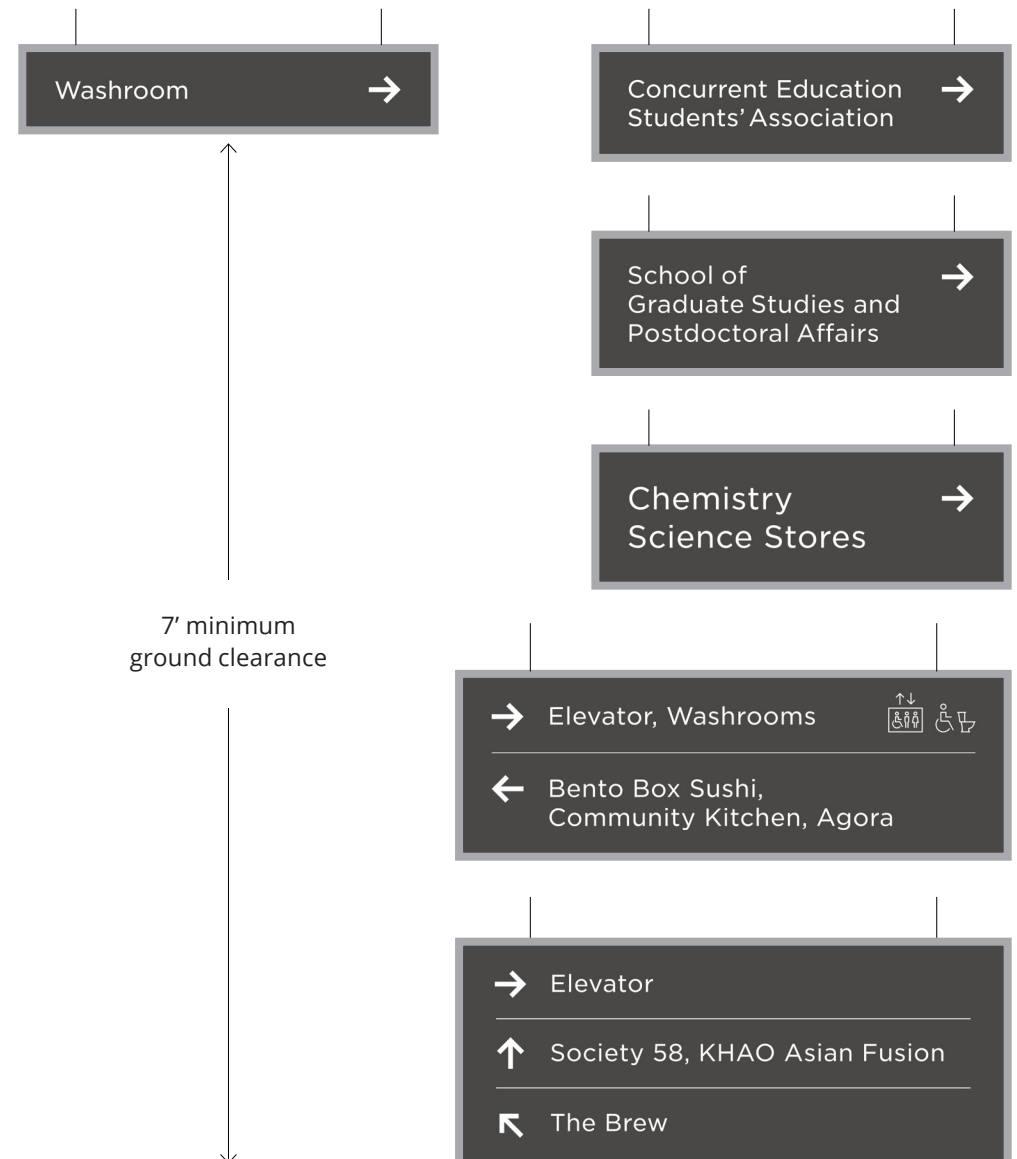
Large: 30" x 10" *W x H*

Gatorform with Silver Border

Ceiling suspended signs may be used in hallways at entrances, exits, and nodes to facilitate improved wayfinding. Directional arrows and symbols (i.e. washroom, elevator) are applied as required.

Eyehooks fastened to the top of the sign allow it to be suspended from the ceiling by aircraft cable wire. The sign must maintain a 7' minimum ground clearance.

While standard sizes have been established, the sign size can be adjusted to reflect the amount of content and/or location specifications.



Wayfinding Signs

I-3g

Campus Map / Directory Sign

Small Acrylic Frame: 11" x 32" *W x H*

Printed Paper, Back Insert: 10.35" x 31.35"

Medium Acrylic Frame: 15" x 30" *W x H*

Printed Paper, Back Insert: 14.35" x 29.35"

Large Acrylic Frame: 16.5" x 24.5" *W x H*

Printed Paper, Back Insert: 15.85" x 23.85"

Consistent campus map and directory signs are placed inside the main entrance of each university building.

The acrylic frame has a thumbprint opening on the back of the sign.



Building Service Signs

I-4a1

Stairwell and Level Number Sign – 1-line

9" x 11.25" *W x H*

Blue Acrylic, Tactile Letters

I-4a2

Stairwell, Level Number and Exterior Exit Sign – 2-line

9" x 12.85" *W x H*

Blue Acrylic, Tactile Letters

Consistent stairwell signs have been developed for wayfinding, accessibility, and safety.

These signs feature the universal symbol for stairs, large white tactile letters and text which are photoluminescent or glow in the dark, and braille (Grade 1) in a clear finish.

The copy includes the floor number (or LL used to indicate lower level / basement) and then an alphabetic letter referring to the stairwell designation. Smaller text spells out the "Level" number and "Stair" letter. Where necessary, emergency exit information is conveyed by the text "Exit this Level" or "Exit Level 1".

Duplicate signage should be installed on each level on the interior of the stairwell and on the wall next to the door leading into the stairwell.

It is required that a sign be added at the exterior door indicating that it is the exit to the outside area.



I-4a1



I-4a2 – Lower Level



I-4a2 – Exit this Level

Building Service Signs

I-4b

Elevator Sign

9" x 9" *W x H*

Blue Acrylic, White Tactile

Consistent elevator signs have been developed for wayfinding and accessibility. The elevator sign features the universal (ISA) symbol for elevator and "Elevator" text in white tactile followed by Grade 1 braille in a clear finish.



I-4c

Fire Extinguisher Cabinet Sign

Small: 7.75" x 7" *W x H*

Medium: 9" x 7.25" *W x H*

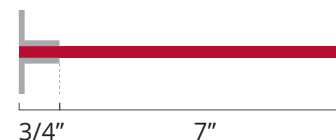
Red Acrylic, White Tactile

The fire extinguisher cabinet sign features the fire extinguisher symbol on a red background in white (photoluminescent or glow in the dark) tactile.

These signs are mechanically mounted to the wall with appropriate hardware.



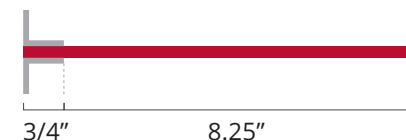
Small



Top View



Medium



Top View

Building Service Signs

I-4d

Fire Valve Cabinet Sign

Small: 8.75" x 7" *W x H*

Medium: 9" x 7.25" *W x H*

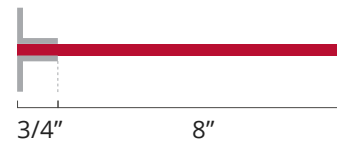
Red Acrylic, White Tactile

The fire valve cabinet sign features "FDVC" text on a red background in white (photoluminescent or glow in the dark) tactile.

These signs are mechanically mounted to the wall with appropriate hardware.



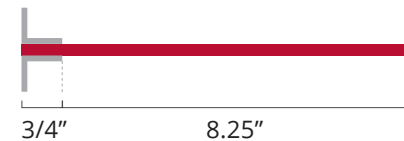
Small



Top View



Medium



Top View

I-4e

Exit Wall Sign

9" x 5" *W x H*

Blue Acrylic, White Tactile

The exit wall sign features "EXIT" text on a blue background in white (photoluminescent or glow in the dark) tactile followed by Grade 1 braille in clear finish.



Washroom Signs – Specifications / General Provisions

I-5

A system of consistent, accessible washroom signage has been developed for application across campus and in university buildings. Signs are to be compliant with Section 6.11 Signage and Wayfinding in the Queen’s Facility Accessibility Design Standards (QFADS).

Design and Fabrication Specifications for Single-User Washroom Signs I-5a-d

Mounting and Location

- Mount on the wall adjacent to the latch side of the door
- If this is not feasible, mount on the outside face of the door

Materials and Construction

- 4.5 mm matte blue P295 acrylic, laser cut
- White tactile symbols
- 3 mm acrylic spacer panel on the back, with 0.38” reduction from the sign edge on all four sides
- Edges are router cut for optimal tactile reading
- Corners are straight cut

Colours

Queen’s Blue
Background Colour

PMS 295
CMYK 100, 63, 0, 67

White
Text and Symbols

CMYK 0, 0, 0, 0

Icons and Layout

- Use international graphic symbols where available (i.e., men, women, universal)
- Symbols must sit within a field of 6” minimum height
- Maximum icon width: 7.25”
- One-line icon height: 4”
- Two-line icon height: 8”
- Raised text and numbers are positioned directly below the tactile/braille area on the bottom left of the sign frame within the remaining 2”

Braille and Tactile Specifications

- Use clear Grade 1 braille for designated permanent washrooms whose functions will not change
- Braille and tactile elements are combined with international graphic symbols where available
- Braille is raised 1/32” and installed with Tesa tape on the back
- Braille font size: 17.5 px
- Braille aligned centre within the text box
- Bottom margin below the Braille text box: 0.875”

Washroom Signs – Accessible Single-User

I-5a

Washroom Room Number Signs

9" x 3.25" *W x H*

Blue Acrylic, White Tactile

Washroom room number signs are to be installed under washroom signage

123

I-5a1

Accessible Washroom, Urinal, Adult and Baby Change Tables

9" x 17.25" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair, Toilet, Urinal, Adult and Baby Change Table Symbols



I-5a2

Accessible Washroom, Adult and Baby Change Tables

9" x 16.35" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair, Toilet, Adult and Baby Change Table Symbols



I-5a3

Accessible Washroom, Urinal, Adult Change Tables

9" x 16.35" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair, Toilet, Urinal, Adult Change Table Symbols



Washroom Signs – Accessible Single-User

I-5a4

Accessible Washroom, Urinal, Baby Change Tables

9" x 16.35" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet, Urinal, Baby Symbols



I-5a5

Accessible Washroom, Urinal

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet, Urinal Symbols



I-5a6

Accessible Washroom, Adult Change Tables

9" x 16.35" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet, Adult Change
Table Symbols



I-5a7

Accessible Washroom, Baby Change Tables

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet, Baby Symbols



Washroom Signs – Accessible Single-User

I-5a8

Accessible Washroom,
Baby Change Table,
Shower

9" x 9" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet Symbols



I-5a9

Accessible Washroom,
Baby Change Table,
Shower

9" x 16.35" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Toilet, Baby Symbol,
Shower Head Symbols



I-5a10

Accessible Washroom,
Shower

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Person Seated in Wheelchair
+ Toilet + Shower Head Symbols



Washroom Signs – Single-User

I-5b1

Washroom

9" x 9" *W x H*

Blue Acrylic, White Tactile

Toilet Symbol



I-5b2

Washroom, Urinal

9" x 9" *W x H*

Blue Acrylic, White Tactile

Toilet, Urinal Symbols



I-5b3

Washroom, Baby Change Table

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Toilet, Baby Symbols



I-5b4

Washroom, Urinal, Baby Change Table

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Toilet, Urinal, Baby Symbols



Washroom Signs – Single-User

I-5b5

**Washroom,
Shower**

9" x 9" *W x H*

Blue Acrylic, White Tactile

Toilet Symbol



I-5b6

**Washroom,
Urinal, Shower**

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Toilet, Baby,
Shower Head Symbols



I-5b7

**Washroom, Baby
Change Table, Shower**

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

Toilet, Baby,
Shower Head Symbols



I-5c1

**Ambulant
Washroom**

9" x 9" *W x H*

Blue Acrylic, White Tactile

Toilet Symbol

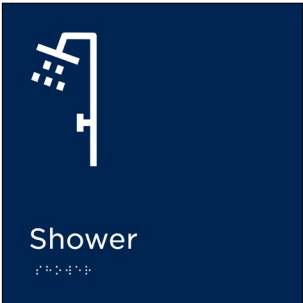


Showers Signs – Single-User

I-5d1

Shower
9" x 9" *W x H*
Blue Acrylic, White Tactile

Toilet, Baby,
Shower Head Symbols



I-5d2

Accessible Shower
9" x 9" *W x H*
Blue Acrylic, White Tactile

Person Seated in Wheelchair,
Shower Head Symbols



Washroom Signs – Gendered

I-5e1

Men's Washroom

9" x 9" *W x H*

Blue Acrylic, White Tactile

To be used in men's multi-stall washrooms only

Male Symbol



I-5e2

Men's Accessible Washroom

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

To be used in men's multi-stall washrooms only

Person Seated in Wheelchair, Male Symbols



I-5e3

Women's Washroom

9" x 9" *W x H*

Blue Acrylic, White Tactile

To be used in women's multi-stall washrooms only

Female Symbol



I-5e4

Women's Accessible Washroom

9" x 10.65" *W x H*

Blue Acrylic, White Tactile

To be used in women's accessible multi-stall washrooms only

Person Seated in Wheelchair, Female Symbols



Donor Signage

Type D

Donor Signage – Specifications / General Provisions



A consistent design style has been developed for donor recognition signage. Given the unique requirements that may need to be incorporated Advancement and the University Relations Brand Team will work to further develop new solutions within this system.

Building Donor Name Cut Letter

As determined by Advancement, stainless steel cut letters may be applied to the exterior or interior of a university building to acknowledge donor support. Consistent materials, font size, and formatting have been established.

Colours

Signage White CMYK 0, 0, 0, 0	Stainless Steel Material
---	--

Donor Plaques

Donor recognition plaques for memorial gifts of bench and tree shall follow university standards for plaque design, procurement, installation, and maintenance.

The University Relations Brand Team will work with Advancement with preparation of plaque artwork and provide final approval. Advancement and Facilities will manage procurement and production of the plaque(s).

Facilities is responsible for bench installation, tree planting, plaque installation, and maintenance of the gift and plaque.

Font

Gotham ScreenSmart
Open Sans *body copy only*

Nomenclature and Writing Style

- All unit names and addresses must be spelled out in full, should not include abbreviations, acronyms, or ampersands, or start with the word “The”.
- Shortened naming conventions, which eliminate the internal structure references (“Faculty of”, “School of”, “Office of”, “Department of” etc.), should be used on all signage (some exceptions may be required).

Building Donor Name Cut Letter

D-2a

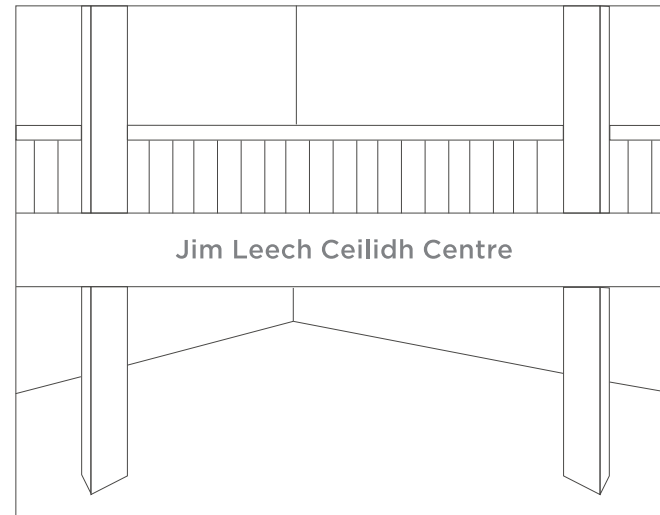
Donor Name Cut Letter Sign – Interior

Elevated *Placement*

Stainless Steel

Elevated interior donor recognition cut letter signage is set in titlecase Gotham Screensmart Medium.

At a scale of 1:20, use 32pt font size with tracking set to 10pt.



D-2b

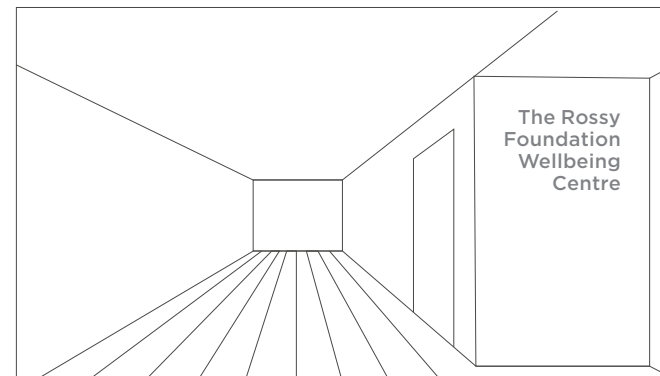
Donor Name Cut Letter Sign – Interior

Eye-level *Placement*

Stainless Steel

Interior donor recognition cut letter signage placed at eye-level is set in titlecase Gotham Screensmart Medium.

The font size that should be used is 109pt with 126pt leading (line spacing) and 10pt tracking.



Donor Plaques

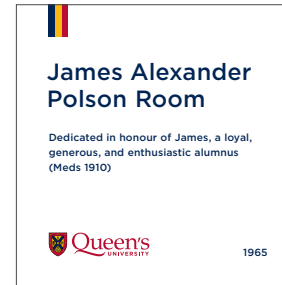
D-3a

Donor Plaque – Small

8.75" x 8.75" *W x H*

White Acrylic

The small donor plaque template includes the donor-named space title, dedication details, and the year.



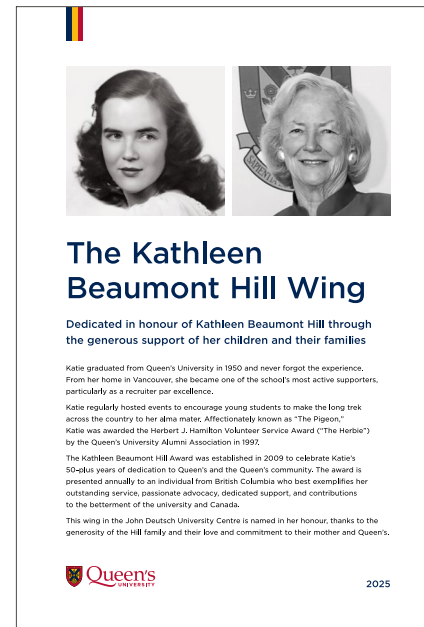
D-3b

Donor Plaque – Large

20" x 30" *W x H*

White Acrylic

The large donor plaque template includes the donor-named space title, dedication details, and the year. The larger size also allows for the inclusion of a paragraph of copy and the option of adding images.



Custom or Temporary Signage

Custom or Temporary Signage – Specifications / General Provisions

Facilities, Campus Planning and Real Estate and the University Relations Brand Team oversee the design, approval, production, and installation of custom and temporary signage on Queen’s campus or carrying Queen’s branding. Examples of this type of signage include: pull-up banners, backdrops, sandwich boards, tents, building skins and artwork, interior office signage that does not fall within wayfinding.

Signage designs should follow Queen’s visual identity and design style. Please submit information and design mock-ups via the [Custom or Temporary Signage Approval Form](#) on Brand Central for review and approval.

A screenshot of a web browser showing the 'Custom or Temporary Signage Approval Form' on the 'Brand Central' website. The browser's address bar shows 'queensu.ca/brand-central...'. The website header includes the Queen's University logo and navigation links: Home, Visual Identity, Brand Guidelines, Resources, Student Resources, Trademarks and Licensing, and Contact. The main heading is 'Custom or Temporary Signage Approval Form'. Below this, there is a paragraph of text explaining the purpose of the form and the review process. At the bottom, there is a form titled 'Please complete and submit the custom or temporary signage request and approval form below' with fields for 'Name' and 'Email', a 'Next' button, and a disclaimer at the bottom: 'Don't share sensitive information (such as login credentials, passwords, or payment details) via this form. While it is not responsible for the content submitted in this form.'

Colours

Queen’s Blue PMS 295 CMYK 100, 63, 0, 67	Queen’s Gold PMS 124 CMYK 0, 29, 100, 1	Queen’s Red PMS 187 CMYK 0, 100, 74, 26
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Font

Gotham ScreenSmart Medium

Nomenclature and Writing Style

- All unit names and addresses must be spelled out in full, should not include abbreviations, acronyms, or ampersands, or start with the word “The”.
- Shortened naming conventions, which eliminate the internal structure references (“Faculty of”, “School of”, “Office of”, “Department of” etc.), should be used on all signage (some exceptions may be required).
- Consistent naming should be applied for common functional rooms (i.e. Mechanical Room, Electrical Room, Custodial Closet, Communications Room, Change Room).

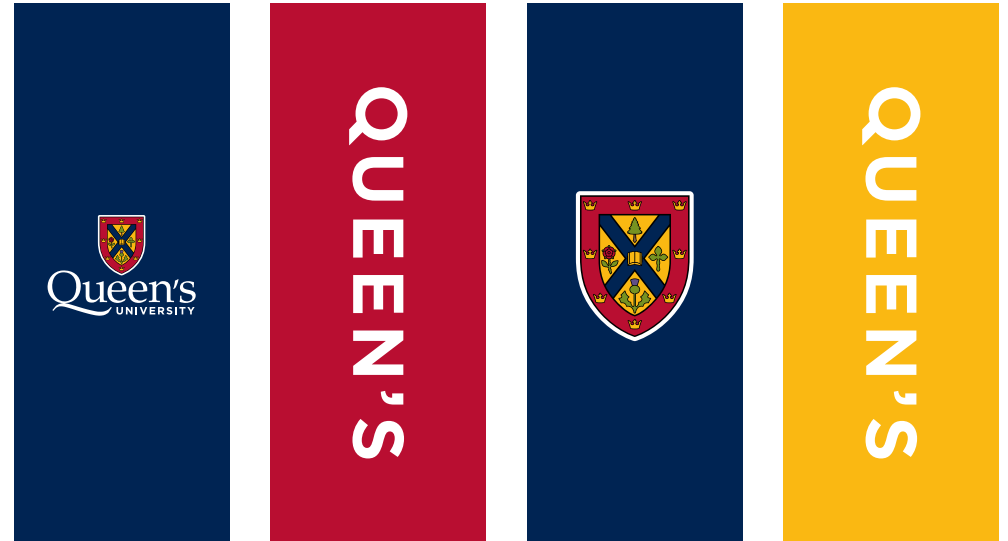
Pole Pennants

Pole Pennants - 2027

24" x 69" *W x H*

10oz Pole Pennants, Double-Sided Print

University pole pennants are reserved for creating a **highly visible and consistent institutional brand presence across campus**. As one of the University's most prominent physical brand assets, they are intended to reinforce Queen's identity rather than promote individual events, programs, units, or campaigns and initiatives. Limiting their use protects the consistency and impact of this shared institutional brand space.



Pull-up Banners

Orient 800 Pull-up Banner

31.5" x 89.75" *W x H*

Vinyl Banner with Banner Stand

Pull-up banners are the primary application of temporary signage for on and off-campus events. A collection of on-brand and consistent pull-up banner templates featuring the Queen's logo, including Tier 1 and Tier 2 logo lockups, is available for use.

Pull-up banner requirements:

1. Total graphic area: 31.5"W x 83.25"H
2. Include a 0.5" bleed at the top and a 6" bleed at the bottom
3. CMYK colour mode
4. All fonts must be created to outlines
5. Embed all images and support files
6. Image resolution must be 100-120 ppi
7. Background colour/images must bleed to the edge of artboard



Queen's Vendor of Record Temporary Sign Printer

Gilmore Kingston

Jason Polen, Account Executive

T 613-546-6573 | C 613-888-4281 | polenj@gilmore.ca

gilmoreproductions.com

375 Select Drive, Kingston

Signage Specifications

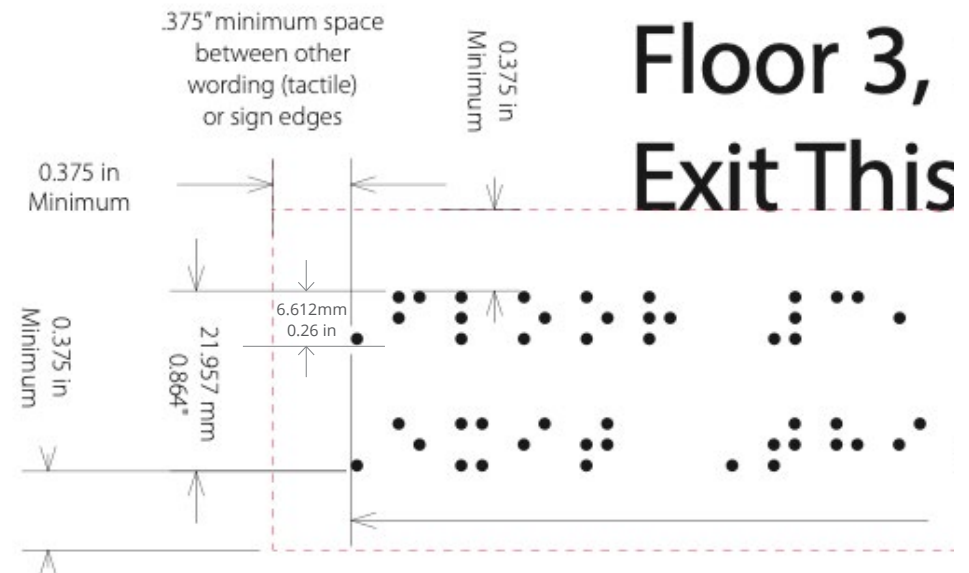
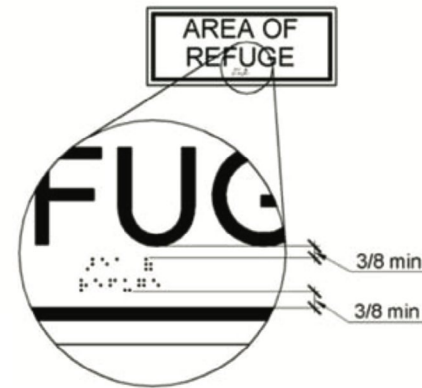
Braille and Tactile Requirements

Braille Signs

All signs with braille are to be mounted between 47" and 59" from bottom of the sign to the floor, depending on sign dimensions. The frames will be right justified to align with the door frame.

Grade 1 braille is a non-condensed braille, meaning every letter in each word has a braille character to represent the letter.

Space between the letters and the other raised elements should be a minimum of 0.375".



Sign Material and Installation Specifications

Standard Materials

- 3mm Acrylic, Direct UV Printing on Substrate
- 3mm Aluminum Composite Panel
- 3M™ Envision Print Wrap Film LX480, Opaque
- 3M™ Scotchcal™ 8548G Graphic/UV Protection, Gloss
- 3M™ Scotchcal™ IJ35C Digital Print Film
- 0.50" Gatorfoam, Painted Edges, and 0.375" Silver Border

Installation Types

- 3m 4950 VHB tape on back
- Mounted to 1" angled frame
- Free standing pylon
- Gatorfoam with eye hooks in top
- Mounted mechanically to wall with appropriate hardware