0.1 TYPOGRAPHY

USE OF TYPOGRAPHY IN THE SIGN STANDARD

The typeface for site wayfinding programs needs to meet international standards for legibility and easy recognition by viewers whether drivers, pedestrians, or bicyclists.

The typeface proposed for the signage for SFU Burnaby Campus is DIN Bold. Lighter weights, such as DIN Regular may be used in certain instances and secondary messages, in upper and lower case. This typeface meets international standards for legibility and easy recognition by viewers whether pedestrian or drivers, and maintains flexibility in a variety of applications of use.

Building Identification Signage for facilities such as, W.A.C Bennett Library or Lorne Davies Complex, will be set in Bembo Bold in uppercase only. These typefaces conform to the SFU brand identity standard.

To ensure consistency and visual impact supporting typography must be set in the recommended fonts.

---

**DIN Bold**

abcdedfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890.,'()/-

**DIN Regular**

abcdedfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890.,'()/-

**Sans-serif: Title Case**

**Serif Font: Uppercase**

---

**Example: Facilities Building Identification (Existing)**

**W.A.C. BENNETT LIBRARY**

---

**Example: Facilities Building Identification**

**LORNE DAVIES COMPLEX**
0.2

ICONOGRAPHY

PICTOGRAMS IN THE SIGN STANDARD

Pictograms are also known as pictographs, glyphs and symbols. They are symbol signs that cut across linguistic barriers to aid wayfinding. The pictograms illustrated below form part of the Simon Fraser University Campus Exterior Wayfinding and Signage and should be connected with the appropriate message. They are part of an internationally recognized standards for public wayfinding and it is important that only the pictograms specified here be used as part of the program.

NOTE: Approval will be required for use of any other pictograms.

USE OF ARROWS IN THE SIGN STANDARD

Reversing the arrow out of a background makes the arrow appear to be larger. It also makes the arrow visually stand out from the adjacent messaging text.

If any other arrows are required, they must be approved by SFU/EDG.

The size of the arrow is determined by the associated letter size, for reasons of legibility the proportions of the arrow is 1:1.

All arrows corresponding with messages whether indicating right or left directions must appear on the left side of a sign.
<table>
<thead>
<tr>
<th>Sign Type Name</th>
<th>Sign Description</th>
<th>REVISED Size (W x H x D)</th>
<th>REVISED ESTIMATED SIGN UNIT QUANTITY</th>
<th>REVISED SUBTOTAL COST QUANTITY</th>
<th>REVISED TOTAL COST QUANTITY</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDARY GATEWAY PYLON</td>
<td>Architec...</td>
<td>7'-4&quot; x 16'-0&quot; x 10&quot;</td>
<td>1</td>
<td>$18,480.00</td>
<td>1</td>
<td>$18,480.00</td>
</tr>
<tr>
<td>PRIMARY DIRECTIONAL</td>
<td>Architec...</td>
<td>6'-6&quot; x 14'-0&quot; x 10&quot;</td>
<td>3</td>
<td>$12,810.00</td>
<td>3</td>
<td>$38,430.00</td>
</tr>
<tr>
<td>3B</td>
<td>White...</td>
<td></td>
<td>2</td>
<td>$6,470.00</td>
<td>2</td>
<td>$6,470.00</td>
</tr>
<tr>
<td>SECONDARY DIRECTIONAL</td>
<td>Architec...</td>
<td>3'-6&quot; x 7'-6&quot; x 6&quot;</td>
<td>4</td>
<td>$4,598.00</td>
<td>4</td>
<td>$18,392.00</td>
</tr>
<tr>
<td>6A-C</td>
<td>Exterior...</td>
<td></td>
<td>4</td>
<td>$18,392.00</td>
<td>4</td>
<td>$18,392.00</td>
</tr>
<tr>
<td>6D</td>
<td>Exterior...</td>
<td></td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>WALL MOUNTED IDENTIFICATION &amp; INFORMATION</td>
<td>Exterior...</td>
<td>3'-5&quot; x 5'-3&quot; x 1/4&quot;</td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>BUILDING IDENTIFICATION</td>
<td>Exterior...</td>
<td>1&quot; painted aluminum dimensional letters mounted off building exterior via S.S. mounting pins</td>
<td>12&quot; Cap Height</td>
<td>$199 per Letter</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>SECONDARY BUILDING IDENTIFICATION</td>
<td>Exterior...</td>
<td>Single sided, non-illuminated wall mounted, 1/4&quot; painted aluminum panel mounted of building exterior with painted aluminum backing frame, sign applied with semi-gloss exterior grade white vinyl</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11A</td>
<td>Exterior...</td>
<td>Sign 11.1.1 ~ 11.11.1 BLADE ONLY BLADE ONLY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLE MOUNTED IDENTIFICATION - PATH</td>
<td>Exterior...</td>
<td>New mounting pole for sign type 11B 3&quot; x 15'-0&quot; x 3&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLE MOUNTED IDENTIFICATION - STREET</td>
<td>Exterior...</td>
<td>Double-sided, 3/16&quot; thick painted aluminum panel with white reflective vinyl pictogram and texts 2'-4&quot; x 6&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11C</td>
<td>Exterior...</td>
<td>New mounting pole for sign type 11C 3&quot; x 15'-0&quot; x 3&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RECOVERY OF REDUNDANT SIGNS BY SFU</td>
<td>Exterior...</td>
<td></td>
<td></td>
<td>-</td>
<td>BY SFU</td>
<td>-</td>
</tr>
</tbody>
</table>

INSTALLATION ALLOWANCE

SFU SIMON FRASER UNIVERSITY: BURNABY CAMPUS EXTERIOR WAYFINDING AND SIGNAGE PROJECT – DRAFT 2 – GRAPHIC SCHEDULE
1.0 EXTERIOR SIGN PLAN - PHASE 1 IMPLEMENTATION

NOTE:
- Approximate locations and quantities as per SFU/EDG workshop - October 8th
- Signage contractor required to do site visit with SFU/EDG prior to installation
- SFU to remove existing signage no longer required

LEGEND
- Buildings
- Residences
- Public Parking
- Perim. Parking
- Sports Fields

FILE: 15008 SFU W&S 1.0 Exterior Sign Plan.ai
1.1
ZONE/ TRAFFIC PLAN
Five-zone and traffic plan showcasing the key decision points that will have two directions users can choose from.
1.2 SIGN TYPE 2: SECONDARY GATEWAY PYLON

Double sided, non-illuminated sign that indicates entrance to campus zone with temporary signage holder. Single-sided, full colour HD LED digital screen embedded on lower half of sign panel.

Sign to be mounted on the curve, mid-way up Gaglardi Way, Before Lamp Standard 648-408. Angled to the centre line of the north approach, 10 - 15 degrees.

Central Entrance

Temporary Signage Area

SAVE THE DATE

Central Entrance

CELEBRATING 50 YEARS OF ENGAGEMENT

SIMON FRASER UNIVERSITY

ARCHITECTURAL CAST CONCRETE. STRUCTURAL ENGINEER STAMPED AND SEALED APPROVAL REQUIRED.

FILE: 15008 SFU W&S 1.2 ST 2.ai

SCALE: 3/8" = 1'-0"
1.3 SIGN TYPE 3: PRIMARY DIRECTIONAL (TYPICAL)

TYPICAL / DETAILS
Double sided, non-illuminated sign with reflective white vinyl directional text for vehicular traffic.

General Guidelines for hierarchy/layout:
• No duplicate arrows pointing in the same direction
• Maximum of 2 directions shown
• Maximum 4 destinations per directional arrow
• All directional arrows to be on the exterior edge of message panel
• Destinations are listed in order of arrival
• All text must appear in upper and lower case, with exception to branding/logos
• Parking facilities listed last with pictogram at end of line

Font: Campus Entrances: DIN Bold Destinations: DIN Regular
Size: 4 1/4" Cap Height
Tracking: 0

Cabinet inset to show sign panel edge
Painted red aluminum sign cabinet with secure lock at the side to remove sign panels

Aluminum sign cabinet painted white internally and with weather seals on all openings
3/8" thick painted aluminum panel with exterior grade white reflective vinyl letters and arrows, mounted to painted steel post via S/S hardware with nylon spacer, removable for maintenance and repair (no visible screw on sign surface)

Internal structure with mounting plate to match sign type 2
Architectural concrete footing TBC with structural engineer’s sealed approval

Painted, 1/2" aluminum "U" channels at top and bottom for Temporary Signage mounting

Central Entrance
Maggie Benston Centre
WAC Bennett Library
Central Parkade

UniverCity
1.3.1 SIGN TYPE 3: DRAFT GRAPHIC SCHEDULE

- **Central Entrance**
  - Information
  - Convocation Mall
  - North Parking

- **West Entrance**
  - SFU Residences
  - Recreation & Athletics
  - West Parkade

- **North Entrance**
  - North Parking
  - UniverCity

- **East Entrance**
  - Central Receiving
  - UniverCity
  - East Parking

**Sign Details**

- **SIGN: 3.1.1**
  - EAST FACE
  - Mount in existing signagelocation. Trees to be cut back for clearance and site lines.

- **SIGN: 3.1.1**
  - WEST FACE (BLANK)

- **SIGN: 3.2.1**
  - SOUTH FACW
  - Mount in location that site lines are not blocked by street pole. Existing street signs to be relocated to light standard

- **SIGN: 3.2.1**
  - NORTH FACE (BLANK)

- **SIGN: 3.3.1**
  - WEST FACE
  - Mount in location that site lines are not blocked by street pole. Existing street signs to be relocated to light standard

- **SIGN: 3.3.1**
  - EAST FACE (BLANK)
1.3B

SIGN TYPE 3B: DIRECTIONAL SIGN

Single Sided, non-illuminated sign with reflective white vinyl directional text for vehicular traffic. 0.080” thick aluminum panel, painted MOT Standard Green with exterior grade white reflective vinyl letters and arrows, mounted to painted anodized aluminum posts (w/ min. 2m (6’-6 3/4”) clearance). Final design to match MOT Standards (TBC).

Steel Supports:
All steel support structures & require welds to be smoothly ground & primed/ filled with suitable 2 part zinc rich polyester primer.

Hardware & Fasteners:
All hardware & fasteners to be North American manufactured Stainless Steel - non-corrosive steel. Visible hardware & fasteners to be painted to match surround in accordance to the paint schedule & specification above.

CAST CONCRETE FOOTINGS:
All concrete to be smooth cast (vibrator at pour) architectural grade concrete, utilizing new formwork (MDO or equivalent).

COLOURS:
Colour palette for SFU Burnaby Campus signage.

MOT Standard Green TBC
Reflective White Vinyl
Opaque White Vinyl
MPS or equivalent
White

7'-0"
5'-6"
4"
SIGN TYPE 4: SECONDARY DIRECTIONAL PYLON (TYPICAL)

TYPICAL / DETAILS
Double sided, non-illuminated sign with reflective white vinyl directional text for pedestrian and vehicular traffic.

General guidelines for hierarchy/ layout
- No duplicate arrows pointing in the same direction
- Maximum of 2 directions shown
- All directional arrows to be on the exterior side of the message panel
- Destinations are listed in order of arrival
- Top and bottom 3" clearance margin (free of text) to be maintained
- Maximum 4 destinations per directional arrow
- Two line destination names reduce the amount of allowed destinations per arrow, in order to maintain set margins
- All text must appear in upper and lower case, with exception to branding/logos
- Parking facilities listed last with pictogram at end of line

Font: Campus Entrances: DIN Bold Destinations: DIN Regular
Size: 3” Cap Height
Tracking: 0

Alignment Guidelines
- Top 3" margin
- 2 3/4" margin between single line text
- 3" margin between directions
- 2" margin between text and arrows
- Bottom 3" margin

When there is one or two destinations listed under one or more directional arrows, a 4" margin will be maintained.

Architectural concrete footing TBC with structural engineer’s sealed approval

(FILE: 15008 SFU W&S 1.4 ST 4.ai)

SFU SIMON FRASER UNIVERSITY: BURNABY CAMPUS
EXTERIOR WAYFINDING AND SIGNAGE PROJECT – DRAFT 2 – GRAPHIC SCHEDULE

1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4
1.4.1 SIGN TYPE 4: DRAFT GRAPHIC SCHEDULE

SIGN: 4.1.1 - WEST
Mount near existing sign location. Approx. 10-15m back from curb. Make sure site line from turning cars is clear.

SIGN: 4.1.1 - EAST

SIGN: 4.2.1 - WEST
Mount parallel with existing gas line sign.

SIGN: 4.2.1 - EAST

SIGN: 4.3.1 - WEST
Mount beside light standard on south edge of flower bed.

SIGN: 4.3.1 - EAST

SIGN: 4.4.1 - WEST

SIGN: 4.4.1 - EAST

SIGN: 4.5.1 - WEST

SIGN: 4.5.1 - EAST

SIGN: 4.6.1 - WEST

SIGN: 4.6.1 - EAST

SIGN: 4.7.1 - WEST

SIGN: 4.7.1 - EAST

SIGN: 4.8.1 - WEST

SIGN: 4.8.1 - EAST

SIGN: 4.9.1 - NORTH

SIGN: 4.9.1 - SOUTH

SIGN: 4.10.1 - SOUTH

SIGN: 4.10.1 - NORTH
1.4.2
SIGN TYPE 4: DRAFT GRAPHIC SCHEDULE

- SFU Central
  Central Receiving Information
- SFU East
  UniverCity
  North Parking

SFU South
Discovery 1 & 2
South Parking
Campus Exit
Campus Return

- SFU South
  Discovery 1 & 2
  South Parking

- SFU East
  UniverCity

SIGN: 4.11.1 - EAST
SIGN: 4.11.1 - WEST
SIGN: 4.12.1 - EAST
SIGN: 4.12.1 - WEST
SIGN: 4.12.1 - EAST
SIGN: 4.12.1 - WEST
SIGN: 4.13.1 - EAST
SIGN: 4.13.1 - WEST
SIGN: 4.13.1 - EAST
SIGN: 4.13.1 - WEST
SIGN: 4.14.1 - WEST
SIGN: 4.14.1 - EAST
SIGN: 4.14.1 - EAST
SIGN: 4.14.1 - WEST

Mount approx. 60m from Nelson Way Entrance
1.5 SIGN TYPE 5: BANNER PROGRAM

**TYPICAL / DETAILS**

Double-sided digitally printed perforated synthetic fabric banners to mitigate wind resistance – mounted onto exiting street light stanchions or HSS posts.

**NOTE:**
Proper banner brackets top and bottom required to be installed, if not currently existing.

Banners may require to be curved at the bottom due to existing mounting conditions. Site audit to assess current conditions required.

Final design/size TBD.
Example Reference Only: Red PMS 187C background with white text

Minimum clearance 9'-0" from grade TBC

**FILE: 15008 SFU W&S 1.5 ST 5.ai**
1.6 SIGN TYPE 6: ID. & INFO. PYLON (TYPICAL)

TYPICAL / DETAILS
Double sided, non-illuminated sign with white reflective vinyl texts or graphics.
- Campus map/directory to contain digitally printed campus map/directory.

General guidelines for hierarchy/layout:
- All text must appear in upper and lower case, with exception to branding/logos
- Parking facilities listed with pictogram

Font: DIN Regular
Size: Max. 5’ Cap Height / Min. 4” Cap Height
Tracking: 15

TYPICAL SIZING / TYPES

ALIGNMENT GUIDELINES

10” Clearance to be maintained

Two line names to line to “r” in Fraser

TYPICAL SIDE VIEW

W.A.C. Bennett Library

W.A.C. Bennett Library

North Parking

West Bus Stop

FACILITIES
Services

Lorne Davies Sports Complex

Convocation Mall

ALUMNI CENTRE
Discovery 1
Discovery 2

LEGEND
Central Square
Buildings
Residences
Public Parkings
Permit Parkings
Sports Fields

TYPICAL SIZING / TYPES

SIGN TYPE 6A:
IDENTIFICATION
Building/Facility ID
Double sided, non-illuminated sign that is to be floor mounted to provide direction to campus buildings or facilities.

SIGN TYPE 6B:
IDENTIFICATION
Parking Lot ID
Double sided, non-illuminated sign that is to be floor mounted to provide identify public parking lots.

SIGN TYPE 6C:
IDENTIFICATION
Bus Stop ID
Double sided, non-illuminated sign that is to be floor mounted to provide identify bus stops.

SIGN TYPE 6D:
CAMPUS INFORMATION
Double sided, non-illuminated sign with digitally printed campus map/directory.

SIGN TYPE 6E:
CAMPUS INFORMATION
Double sided, non-illuminated sign with digitally printed campus map/directory.

TYPICAL / DETAILS
Double sided, non-illuminated sign with white reflective vinyl texts or graphics.
- Campus map/directory to contain digitally printed campus map/directory.

Font: DIN Regular
Size: Max. 5’ Cap Height / Min. 4” Cap Height
Tracking: 15
1.6.1
SIGN TYPE 6: DRAFT GRAPHIC SCHEDULE

SIGN: 6.1.1 - SOUTH
SIGN: 6.1.1 - NORTH
SIGN: 6.2.1 - SOUTH
SIGN: 6.2.1 - NORTH
1.6.2
SIGN TYPE 6: DRAFT GRAPHIC SCHEDULE

SIGN: 6.3.1 - SOUTH

SIGN: 6.3.1 - NORTH

SIGN: 6.4.1 - NORTH

SIGN: 6.4.1 - SOUTH
1.10 SIGN TYPE 10: SIMPLIFIED ID. & INFO. SIGN (TYPICAL)

TYPICAL / DETAILS
Double sided, non-illuminated sign with white reflective vinyl texts or graphics. Campus map/directory to contain digitally printed campus map/directory.

General guidelines for hierarchy/layout:
- All text must appear in upper and lower case, with exception to brand identity/logos
- Parking facilities listed with pictogram

Font: DIN Regular
Size: Max. 4" Cap Height / Min. 3" Cap Height
Tracking: 16

Typical Layout/ Types

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>10A</td>
<td>IDENTIFICATION</td>
</tr>
<tr>
<td>10B</td>
<td>IDENTIFICATION</td>
</tr>
<tr>
<td>10C</td>
<td>IDENTIFICATION</td>
</tr>
<tr>
<td>10D</td>
<td>CAMPUS INFORMATION</td>
</tr>
</tbody>
</table>

ALIGNMENT GUIDELINES

10" Clearance to be maintained

Two line names to line to University

Longer names can be reduced to a min. of 3" Cap Height

ARCHITECTURAL CONCRETE FOOTING TBC with structural engineer’s sealed approval

Two line names to line to University

ARCHITECTURAL CONCRETE FOOTING TBC with structural engineer’s sealed approval

Two line names to line to University

SIGN TYPE 10A: IDENTIFICATION  
Double sided, non-illuminated sign; provides information on campus buildings or facilities.
1.10.1
SIGN TYPE 10: DRAFT GRAPHIC SCHEDULE
1.11 SIGN TYPE 11: POLE-MOUNTED ID. (TYPICAL)

**TYPICAL / DETAILS**

Double-sided, non-illuminated painted aluminum sign panel mounted to existing or new HSS post, with white reflective vinyl graphics/text applied to face. All visible hardware & fasteners to be painted to match surround in accordance to the paint schedule. Mounting method TBC.

**Sign Type 11A: Directional** - Pole mounted directional sign
- **Sign Blade Size**: 2'-4" Width x Height (Dependant on messaging). Max. 3'-6" H / Min. 2'-8" H
- **Sign Type 11B: Street** - Pole mounted street name sign
- **Sign Blade Size**: 6" High x Width (Dependant on messaging). Max. 3'-0" Width

**Sign Type 11C: Path ID** - Pole mounted Path Marker
- **Sign Blade Size**: 1'-8" x 1'-8" sign blade with white reflective pictogram indicating path usage.
- **Alternate**: Text to accompany pictogram where required.

**General Guidelines for Hierarchy/Layout:**
- No duplicate arrows pointing in the same direction
- Maximum of 2 directions shown. Max. 3 destinations per arrow.
- All directional arrows to be on exterior edge side of sign blade.
- Destinations are listed in order of arrival.
- Top and bottom 3" clearance margin (free of text) to be maintained.
- All text must appear in upper and lower case, with exception to branding/logos
- Parking facilities listed last with pictogram at end of line

**Font**: Campus Entrances: DIN Bold   Destinations: DIN Regular
**Size**: As Shown
**Tracking**: 15

**MIN. PANEL SIZE**

<table>
<thead>
<tr>
<th>Blade Width</th>
<th>Blade Height</th>
<th>Min. Width</th>
<th>Max. Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>2'-4&quot;</td>
<td>1'-0&quot;</td>
<td>1'-8&quot;</td>
<td>2'-8&quot;</td>
</tr>
</tbody>
</table>

**MAX. PANEL SIZE**

<table>
<thead>
<tr>
<th>Blade Width</th>
<th>Blade Height</th>
<th>Min. Width</th>
<th>Max. Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>3'-0&quot;</td>
<td>1'-0&quot;</td>
<td>1'-8&quot;</td>
<td>2'-8&quot;</td>
</tr>
</tbody>
</table>
1.11.1
SIGN TYPE 11: DRAFT GRAPHIC SCHEDULE

SIGN: 11.1.1 - WEST
2'-8" Panel Height
Maggie Benston
Receiving
AQ Receiving

SIGN: 11.1.1 - EAST
(BLANK)

SIGN: 11.2.1 - SOUTH
2'-8" Panel Height
Science Receiving

SIGN: 11.2.1 - NORTH
SFU Central
Information

SIGN: 11.3.1 - WEST
2'-8" Panel Height
Strand Hall Receiving

SIGN: 11.3.1 - EAST
SFU East
Central Receiving

SIGN: 11.4.1 - SOUTH
2'-8" Panel Height
UniverCity

SIGN: 11.4.1 - NORTH
Diamond Alumni Centre
West Parkade

SIGN: 11.5.1 - SOUTH
3'-6" Panel Height
Information
Permit Parking
Water Tower

SIGN: 11.5.1 - NORTH
(BLANK)

SIGN: 11.6.1 - EAST
2'-8" Panel Height
Permit Parking
Water Tower

SIGN: 11.6.1 - WEST
South Parking
Discovery 1 & 2

SIGN: 11.7.1 - WEST
2'-8" Panel Height
East Parking
Central Receiving

SIGN: 11.7.1 - EAST
SFU Central
Information

SIGN: 11.8.1 - EAST
3'-6" Panel Height
UniverCity

SIGN: 11.8.1 - WEST
SFU East
UniverCity

FILE: 15008 SFU W&S 1.11 ST 11.ai
1.11.2
SIGN TYPE 11: DRAFT GRAPHIC SCHEDULE

- SIGN: 11.9.1 - SOUTH
  2'-8" Panel Height

- SIGN: 11.9.1 - NORTH

- SIGN: 11.10.1 - SOUTH
  2'-8" Panel Height

- SIGN: 11.10.1 - NORTH