

S E C T I O N B

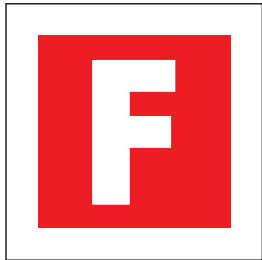
General Standards



LAWRENCE

The Lawrence Logotype

Trajan Type with Lawrence Crest



Stencil

White frame applied directly to pavement;
colored square (see colors, B.4) with dropped
out letterform applied over White.

Code

F= Faculty & Staff Parking
S= Student Parking
V= Visitor Parking



Symbol of Accessibility

Artwork for space identifier
and barrier-free entry identifier
(From SEG D 1996 version, found
in Vol.5, #X05A09 of
"Official Signs & Icons")

International Parking Symbol

Artwork for visitor space identifier
(From SEG D 1996 version, found
in Vol.5, #X05B16 of
"Official Signs & Icons")

Lawrence University Identity

The university logo consists of a unified presentation of the Lawrence crest and Lawrence University wordmark. Use of the logo and its component parts—the crest and wordmark—is guided by the graphic identity program approved by the president and the president's administrative staff for adoption on July 1, 2001. The typeface employed for the wordmark is Trajan. Templates for approved presentations are available from the Office of Public Affairs.

The university logo may be reduced or enlarged, but the relationship of the parts (i.e., text and crest graphic) cannot be altered. Suitable space should surround the logo and accompanying text should not crowd the presentation of the logo. The logo is not to be used strictly as a graphic embellishment and the stand-alone use of the crest without the wordmark is to be avoided. Any intended use of the crest in that fashion must be approved in advance by the Office of Public Affairs.

In certain instances, the Lawrence University wordmark may be shortened to the single word Lawrence. This occurs only in specifically authorized applications, principally campus signage and the merchandising of college apparel.

Color Variations

PMS 294 is the standard for "Lawrence blue." When the crest is printed in two colors, the antelope, the top portion of the crest, and the outline of the crest (including the interior lines defining the cross) should be printed in black, and interior portions of the shield in the four corners which outline the cross should be printed using PMS 294. The accompanying wordmark is printed in black. The PMS colors for two-color representation are black and PMS 294. No other colors may be substituted.

Where two-color printing of the logo is not appropriate, the crest and wordmark are normally presented in black. Other one-color logos may be employed, depending upon the application. In such cases, the selected color serves to replace the black in the presentation and must not be used to fill in the cross or four quadrants surrounding it.

The Lawrence heraldic coat of arms employs other color combinations in the presentation of the crest, but its use is restricted to commencement publications and other official documents as determined by the Office of the President.

Symbol Usage

The use of icons to symbolize intricate information in a clear and direct fashion is a common communication strategy. Universal symbols for visitor parking and handicapped parking as well as the University crest are used in the wayfinding system.

Design Expression

All symbols are precision-cut from 1/8 inch stainless steel, and receive an even non-directional sandblasted finish. The University crest also has polished areas to distinguish details of the design element.

The international disability symbol is the latest (1996) version, found in Volume 5: Transportation II (symbol # X05A09) of the Official Signs & Icons guide book, available on CD-ROM from Ultimate Symbol, Stony Point, New York (phone: 1.800.611.4761).

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ.,-:;! '&?
abcdefghijklmn
opqrstuvwxyz
\$1234567890

Typestyle #1

Futura Book, as designed by
Adobe Systems, Inc., San Jose, California
www.adobe.com

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ.,-:;! '&?
abcdefghijklmn
opqrstuvwxyz
\$1234567890**

Typestyle #2

Futura Bold, as designed by
Adobe Systems, Inc., San Jose, California
www.adobe.com

Letter Spacing

Letter Kerning

Typical spacing between letters and words
should be equal to 30% Tracking
(spacing measured in thousands of an em; 30/1000)

Letter Spacing

Spacing

Between Lines

& Groupings



Spacing

Between Lines

& Groupings

Interline Spacing

Typical spacing between lines should be equal to
three units of lower case x-height (3x).

Spacing between groupings of information should be
equal to six units of lower case x-height (3x).

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ.,-:;!&?
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
\$1234567890

Typestyle #3


Trajan, as designed by
Adobe Systems, Inc., San Jose, California
www.adobe.com

LETTER SPACING

Letter Kerning

Typical spacing between letters and words for this typestyle should be equal to 150% Tracking
(spacing measured in thousands of an em; 30/1000)

SPACING
BETWEEN LINES
— — — — —
& GROUPINGS



Interline Spacing

Typical spacing between lines for this typestyle should be equal to three units of character height (2x).

Spacing between groupings of information should be equal to six units of character height (4x).

Typographic Specifications

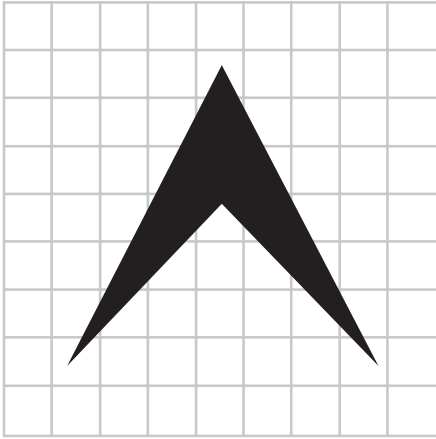
The fonts Trajan and Futura are the primary letter styles for the sign system. Trajan is used for the Lawrence logotype, street naming and formal building identification. Futura is used as a supporting font for all general information. The fonts are available from Adobe Systems, Inc.
345 Park Avenue
San Jose, CA 95110-2704
Tel: 408-536-6000
Fax: 408-537-6000
www.adobe.com

The fonts can be adapted for sign making equipment. Futura features a wide variety of proportions and stroke widths adaptable to the various program applications. Among various manufacturers and letter cutting equipment, there is not always uniformity of letter form. It is important that there be a match with the examples shown in this manual.

Type Spacing

The final layout and/or assembly of letters on a sign panel requires careful letter and word spacing guidelines to assure maximum legibility.

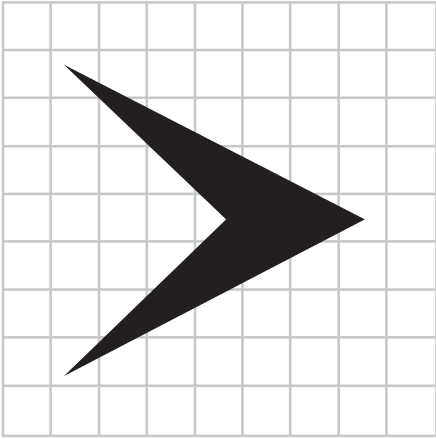
This manual recommends 30% tracking for Futura in the upper and lower case version for most text, and 150% tracking for Trajan.



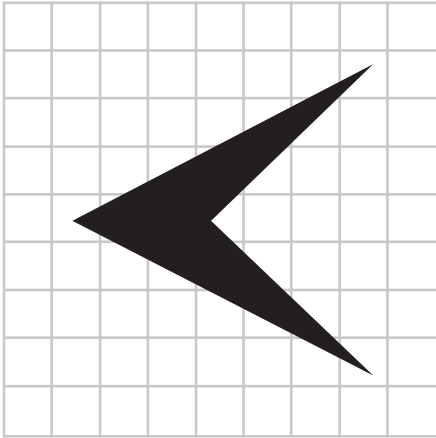
Proceed Straight Ahead



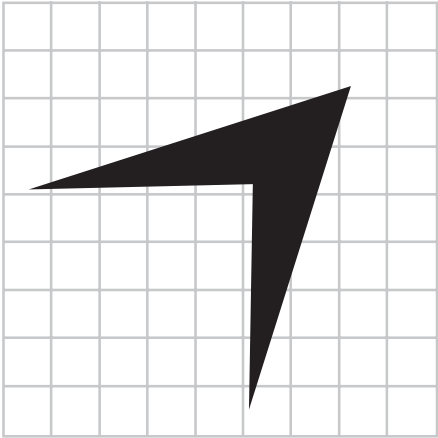
Proceed Down



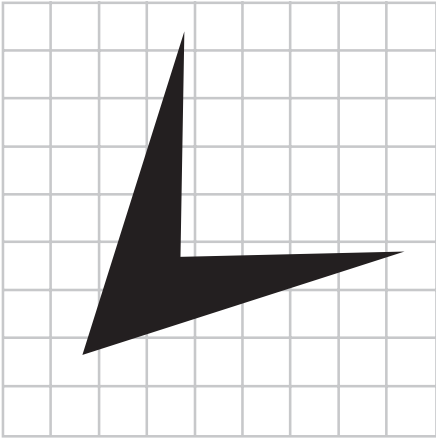
Make a Right Turn



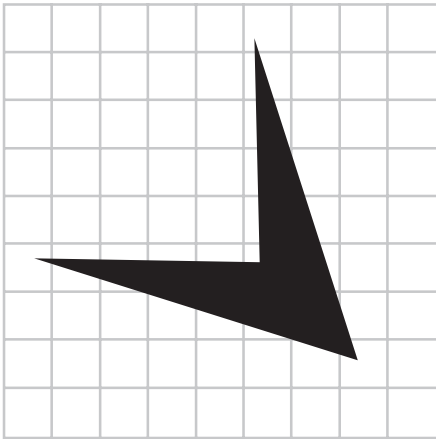
Make a Left Turn



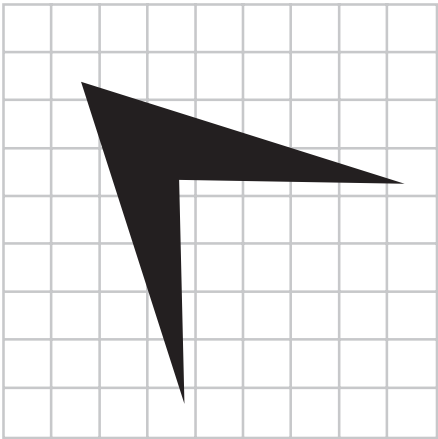
Proceed 45 to the Right & Straight



Proceed to the Left & Down



Proceed to the Right & Down



Proceed 45 to the Left & Straight

Arrow Specifications

Arrows have a design format like other graphic elements. The arrow's blade height/width, as a general rule, shall be 25 percent greater than the cap letter height. The arrows should always appear centered above the text they correspond to.



Acrylic Paint
MAP Nuance™
"Bright White"



Natural Aluminum
#4 Finish
Horizontal Grain



Limestone Stain
MAP Nuance™ 625B-3D
"Franciscan Robe"



Print Media
Pantone™ 294



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 131
"Compass Arrows"



Acrylic Paint
MAP Nuance™
"Brushed Aluminum"



Acrylic "F" Paint
MAP Nuance™ 41B-4A
"Green Electra"



Reflective Vinyl
Scotchlite™ 280-76
"Light Blue"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 284
"Fox River"



Acrylic Paint
MAP Nuance™ 78A-1A
"Jet Black"



Acrylic "S" Paint
MAP Nuance™ 17A-1A
"Vivid Orange"



Non-Reflective Vinyl
Scotchcal™ 230-97
"Delft Blue"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 5845
"Appleton City Field"



Non-Reflective Vinyl
Scotchcal™ 220-12
"Black"



Reflective Vinyl
Scotchlite™ 280-10
"280i White"



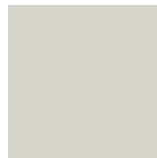
Acrylic Paint
MAP Nuance™ 68A-1A
"Blue Fury"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 5835
"LU Campus Field"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ Warm Gray 2
"Roads"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 413
"Buildings"



Electrostatic Vinyl
For Scotchprint™ from
Pantone™ 1795
"You Are Here"

Color Specifications

The color palette for wayfinding at Lawrence University should always be consistent with the graphic standards established in the visual communications media. However, color does take on a different appearance under natural and artificial light. The Lawrence University blue (Pantone™ 294) for instance, will look lighter under direct sunlight than under incandescent lamps. Additionally, printing inks have a very different luminescence than acrylic paint, due to chemical opacities of the materials. To ensure that the perception of color is consistent with other Lawrence University visual communiqué, the following colors have been selected for each material in the wayfinding system.