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.

DRAFT
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.

<table>
<thead>
<tr>
<th>NAME</th>
<th>VERTICAL LOCKUPS</th>
<th>STACKED LOCKUPS</th>
<th>USAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 COLORS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td></td>
<td></td>
<td>- Always preferred</td>
</tr>
<tr>
<td><strong>2 COLORS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maroon &amp; black with fill</td>
<td></td>
<td></td>
<td>- Only for merchandise</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- When budget doesn’t support 3-color primary mark</td>
</tr>
<tr>
<td>Reverse color</td>
<td></td>
<td></td>
<td>- Only when background is Loyola Maroon (PMS 208)</td>
</tr>
<tr>
<td><strong>1 COLOR</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black; Black with fill</td>
<td></td>
<td></td>
<td>- Budget supports only BW output</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- On white or light-colored backgrounds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Nonprofessional printing and copy machines</td>
</tr>
<tr>
<td>Reverse black</td>
<td></td>
<td></td>
<td>- Projects involving wood, metal, glass, and special effects. Please consult UMC</td>
</tr>
<tr>
<td>Reverse</td>
<td></td>
<td></td>
<td>- On very dark tones</td>
</tr>
</tbody>
</table>

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.
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
## Typography - Type Treatment for Messaging

<table>
<thead>
<tr>
<th>Message Hierarchy</th>
<th>Description</th>
<th>Example</th>
<th>Typography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Message</td>
<td>Building Name</td>
<td>Cudahy Library</td>
<td>Minion</td>
</tr>
<tr>
<td>Secondary Message</td>
<td>Address</td>
<td>6515 N. Kenmore Avenue</td>
<td>Myriad</td>
</tr>
<tr>
<td>Tertiary Message</td>
<td>Instruction</td>
<td>Access to Cudahy Library through Info Commons</td>
<td>Myriad</td>
</tr>
</tbody>
</table>

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

**Typography - Type Treatment for Messaging**

- **Primary Message**: Building Name
- **Secondary Message**: Address
- **Tertiary Message**: Instruction

**Example**

- **Building Name**: Cudahy Library
- **Address**: 6515 N. Kenmore Avenue
- **Instruction**: Access to Cudahy Library through Info Commons

**Typography**

- **Minion**
- **Myriad**

**Message Hierarchy**

- **Primary Message**: Building Name
- **Secondary Message**: Address
- **Tertiary Message**: Instruction

**Example**

- **Building Name**: Cudahy Library
- **Address**: 6515 N. Kenmore Avenue
- **Instruction**: Access to Cudahy Library through Info Commons

**Typography**

- **Minion**
- **Myriad**

**Primary Message**

- **Donor Name**: Mary Justitia Coffey, BVM
- **Building Name**: Coffey Hall
- **Address**: 1000 W. Sheridan Road

**Typography**

- **Minion**
- **Myriad**

**Message Hierarchy**

- **Primary Message**: Building Name
- **Secondary Message**: Address
- **Tertiary Message**: Instruction

**Example**

- **Building Name**: Coffey Hall
- **Address**: 1000 W. Sheridan Road

**Typography**

- **Minion**
- **Myriad**

---

**Design Intent - DRAFT**

1032 W. Sheridan Rd.,
Chicago, IL 60660
773-274-3000

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

Primary - Minion
Secondary - Myriad
Tertiary - Myriad

Mary Justitia Coffey, BVM
Coffey Hall
1000 W. Sheridan Road
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.
DESIGN INTENT: NOT FOR CONSTRUCTION

LOYOLA UNIVERSITY CHICAGO

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.

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

(context)

Scale: 1/2" = 1'-0"

Dimensions may change based on site conditions, verify field conditions.

15 MAY, 2015
AS NOTED
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773-274-3000

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Context
Scale: 1/2" = 1'-0"

Elevation - ALT 3
Scale: 1 1/2" = 1'-0"

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

FINAL SHIELD VERSION (FLAT OR REVERSED) 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 UNIVERSITY CHICAGO
DEPARTMENT OF COMPUTER SCIENCE
Administrative and
Dean's Office

SURFACE APPLIED WHITE VINYL
MESSAGE TYPEFACE:
MINION REGULAR

SURFACE APPLIED WHITE VINYL
MESSAGE TYPEFACE:
MYRIAD SEMIBOLD

APPROX. 2'-4"
2 1/2"
7/8"
9"
9 1/2"
1'-10"
4 1/2"
3'-0"

DIMENSIONS MAY
CHANGE BASED ON SITE
CONDITIONS; VERIFY
FIELD CONDITIONS

SIGN TYPE A19

DEPARTMENT OF ORGANIC
CHEMISTRY

NOT FOR CONSTRUCTION (COORDINATE W/FINAL ARCHITECTURE & CONDITIONS)
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CONTEXT
SCALE: 3/8" = 1'-0"

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

1/8"
1/8"
1/8"

3’
1 3/4’

1 3/4’
1/8"

Department of Computer Science
Administrative and Dean’s Office

1 3/4’

1/8” THK PHOTOPOLYMER PANEL
PAINTED MPC BRUSHED ALUMINUM

SCREENED & FEATHERED PATTERN

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
OR SIDE OF SIDELIGHT

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

1 1/8’
8 1/4’

1 1/2’

1/8’

Department of Computer Science
Administrative and Dean’s Office

3’
1 3/4’

1 3/4’

1/8” THK PHOTOPOLYMER PANEL
PAINTED MPC BRUSHED ALUMINUM

SCREENED & FEATHERED PATTERN

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
OR SIDE OF SIDELIGHT

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

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

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Department of Computer Science
Administrative and Dean’s Office

Sign Type A19
Department Identity - Entrance Wall - ALT 2

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

MESSAGE TYPEFACE:
MINION REGULAR

MESSAGE TYPEFACE:
MYRIAD SEMIBOLD

SURFACE APPLIED TEXT; PAINTED BLACK

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

DEPARTMENT OF COMPUTER SCIENCE
9999A

LOYOLA UNIVERSITY CHICAGO
1870 - ADV. MAIorem. DEI. GLORIAM

773-274-3000

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

LOYOLA LOGO SURFACE APPLIED
VINYL GRAPHICS; BLACK

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.

Department of Computer Science
Administrative and Dean's Office

ELEVATION
SCALE: 1" = 1'-0"
DEPARTMENT OF COMPUTER SCIENCE

9999A

1/8" THK PHOTOPOXYMER PANEL PAINTED MPC BRUSHED ALUMINUM

RAISED LOYOLA LOGO PAINTED BLACK & PMS 208 MAROON ACCORDINGLY

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

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

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

SIGN MOUNTED 60" AFF

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

ELEVATION
SCALE: 6" = 1'-0"

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

DESIGN INTENT: NOT FOR CONSTRUCTION

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UNIVERSITY OF CHICAGO - DEPARTMENT OF COMPUTER SCIENCE

sheet no. A21-1

DEPARTMENT OF COMPUTER SCIENCE

9999A

1/8" THK PHOTOPOXYMER PANEL PAINTED MPC BRUSHED ALUMINUM

RAISED LOYOLA LOGO PAINTED BLACK & PMS 208 MAROON ACCORDINGLY

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

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

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

SIGN MOUNTED 60" AFF

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

ELEVATION
SCALE: 6" = 1'-0"

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

DESIGN INTENT: NOT FOR CONSTRUCTION

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

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

MESSAGE TYPEFACE:
MYRAD REGULAR

ROOM NUMBER TYPEFACE:
MYRAD REGULAR

Raised Text & Braille Painted Black

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

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

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

ELEVATION
SCALE: 6" = 1'-0"

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

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A21b-1

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

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

TYPEFACE: MYRIAD REGULAR

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

RAISED TEXT & BRAILLE PAINTED BLACK

1/8" THK PHOTOPOLYMER PANEL PAINTED MPC BRUSHED ALUMINUM

SIGN MOUNTED 60" AFF

CONTEXT
SCALE: 1/2" = 1'-0"
DESIGN INTENT: NOT FOR CONSTRUCTION

Name Here, Degree(s)
Title1, Affiliation
Title2, Affiliation (if needed)
Email: Name@LUC.edu
Phone: Name(708.123.4567) •  (c) 666.123.4567

MO: 12:34–12:34
TU: 12:34–12:34
WE: 12:34–12:34
TH: 12:34–12:34
FR: 12:34–12:34

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

AS NOTED
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15 MAY, 2015

Business Card Layout
Coordinate any deviations for review with University Marketing & Communication.

raised text & braille painted black

room number typeface:
myriad regular

1/8" the 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 or side of sidelight

2 x 3 1/2"

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

9999a

1/4" thk acrylic sign panel w/ 2" x 3 1/2" clear window for business card insert

context
scale: 1/2" = 1'-0"

1 side - opposite
full scale

plan
full scale

a21c-1

sign type a21c
room sign - card

not for construction (coordinate w/ final architecture & conditions)

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” x 3 1/2” 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.

Room number typeface: Myriad regular.

1/8” thk acrylic sign back panel painted PMS 208 maroon.

Baseline is at half the depth of the card (1”).

PLAN

ELEVATION

FULL SCALE

FULL SCALE

FULL SCALE

A21c-1

A21c-1

A21c-1
**Design Intent DRAFT**

**Date:** 15 MAY, 2015

**AS NOTED**

**1032 W. Sheridan Rd., Chicago, IL 60660**

**773-274-3000**

---

**Sign Type A23**

**Window Sign - Medium**

---

**999A CHEMISTRY LABORATORY**

---

**1 ELEVATION**

**A23-1**

**Scale: 6" = 1'-0"**

**3 PLAN**

**A23-1**

**Scale: 6" = 1'-0"**

---

**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 MOUNTED TO INTERIOR SIDE OF SIDELIGHT 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 TIGHT FIT INSERT SLOT, INSERTS TO BE TAUT, NOT BOWING PROVIDE THUMB NOTCH ELEVATION SCALE: 1/2" = 1'-0" CONTEXT SCALE: 1/2" = 1'-0"**

---

**2 SIDE - OPPOSITE**

**A23-1**

**Scale: 6" = 1'-0"**

---

**Message is provided as an example only; actual content & appearance to be finalized during implementation.**
**Design Intent - DRAFT**

**Sign Type A23**

**Window Sign - Medium**

---

**Message Typeface:** Myriad Regular

**Room Number Typeface:** Myriad Regular

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

**1/8" THK PHOTOPOLYMER PANEL PAINTED MPC BRUSHED ALUMINUM**

**RAISED TEXT & BRAILLE PAINTED BLACK**

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

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

**PROVIDE THUMB NOTCH**

---

**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**

---

**11" x 8 1/2" window for paper insert**

---

**CONTEX**

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