

**Donor  
Signage  
Guidelines**



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# Section I: Introduction

The University of California, San Francisco has prepared these Donor Signage Guidelines to ensure:

- Consistent and appropriate recognition of major donors to UCSF;
- Use of high-quality signage materials in all donor recognition applications;
- Consistency with UCSF's Signage Standards Manual and Ordering Catalog and;
- Adherence to UCSF's logo standards and graphic identity system.

The preparation of these guidelines has been a collaborative effort between University Development and Alumni Relations, Campus Planning, Public Affairs and Facilities Management in partnership with Debra Nichols Design.

The naming of campus properties, programs and facilities for donors must be coordinated through University Development and Alumni Relations and may require approval by the Chancellor, the University of California Office of the President and/or the Regents of the University of California.

# Section I

# Section II

## Section II: General Information

### A. Assistance

University Development and Alumni Relations is charged with both the maintenance of the Donor Signage Guidelines and the process of securing approval for the naming of campus properties, programs and facilities for donors. If you have questions about the guidelines or need assistance with the naming process, please contact:

University Development and Alumni Relations  
44 Montgomery Street, Suite 2200  
UCSF Box 0248  
San Francisco, CA 94143-0248  
tel: 415/476-6922  
fax: 415/476-1590

# Section II: General Information

## B. Compliance and Exceptions

The Donor Signage Guidelines are based on specifications for UCSF's wayfinding signage program as outlined in the Signage Standards Manual and Ordering Catalog. Adherence to these guidelines is important not only to ensure visual continuity between donor signage and wayfinding signage but also to meet ADA and other state and federal mandates. In order to ensure full compliance with required codes and regulations, University Development and Alumni Relations will refer exceptions to the Donor Signage Guidelines to Campus Planning for final review and approval.

If you have questions about these guidelines, please contact:

Campus Planning  
3333 California Street, Suite 11  
UCSF Box 0286  
San Francisco, CA 94143-0286  
tel: 415/476-2911  
fax: 415/476-9478  
<http://campusplanning.ucsf.edu>

# Section II: General Information

## C. Signage Standards Manual and Ordering Catalog

The Signage Standards Manual and Ordering Catalog, which serves as the foundation for the Donor Signage Guidelines, should be referenced to resolve questions about design specifications. To obtain a copy of the Signage Standards Manual and Ordering Catalog, please contact:

Facilities Management  
3130 20th Street  
UCSF Box 0894  
San Francisco, CA 94143-0894  
tel: 415/476-2201  
fax: 415/476-6282  
<http://www.ucsf.edu/resources/signage.pdf>

# Section II: General Information

## D. Colors and Materials

The paint colors and materials listed below are approved for donor signage as illustrated in these guidelines.

	<b>Paint Colors</b>	<b>Materials</b>
	<p>Site signage Light Gray</p> <p>Site signage Dark Gray</p> <p>Standard UCSF Light Gray Cool Gray PMS 5C</p> <p>Standard UCSF Dark Gray Cool Gray PMS 11C</p> <p>Infill enamel Black PMS 7C</p> <p>Matthews acrylic polyurethane paint Brushed Aluminum</p> <p>Brick Red (interior signage at Mission Bay Community Center only) PMS 1675U</p> <p>White (text on Cool Gray PMS 11C and Brick Red PMS 1675U)</p> <p>Black (text on Cool Gray PMS 5C)</p>	<p>3M Scotchcal Series 220 Dark Gray vinyl</p> <p>3M Scotchcal Series 220 Antique White vinyl</p> <p>Brushed aluminum horizontal grain</p> <p>Glass PPG Starfire®</p> <p>#4 brushed stainless steel horizontal grain</p>
		<p><b>Section II: General Information</b></p> <p><b>D. Colors and Materials</b></p>

# Section II: General Information

## E. Typography

To help ensure compliance with ADA and other state and federal mandates, the Signage Standards Manual and Ordering Catalog specifies the typeface Helvetica Neue Medium for wayfinding signage. When donor signage is adjacent to or incorporated into wayfinding signage, it must remain consistent and use the same typeface; rules regarding font size, capitalization, color and Braille must also be followed. Note that flush left is the preferred alignment for type layouts in both donor signage and wayfinding signage applications.

Exceptions to the use of Helvetica Neue Medium in donor signage are permitted for plaques that recognize gifts of art as outlined on pages 20–22 and 48–50. Please note that it is consistent with UCSF’s Identity Guidelines to specify the use of any Helvetica typeface for donor signage applications that are not adjacent to or incorporated into wayfinding signage (e.g., donor walls).



## Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Helvetica Neue Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## *Helvetica Neue Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

# Section II: General Information

## F. UCSF Logo Usage and Identity Guidelines

The official UCSF logo should not be used in donor signage applications that identify individual rooms, buildings or other campus features, even when UCSF is part of the official name of the feature. In such cases, the UCSF acronym should be used.

UCSF's Identity Guidelines, which are maintained by Public Affairs, contain additional information regarding appropriate use of the UCSF logo as well as information on the campus color palette and other elements of UCSF's identity system. To obtain a copy of the Identity Guidelines, please contact:

Public Affairs  
3333 California Street, Suite 103  
UCSF Box 0426  
San Francisco, CA 94143-0426  
tel: 415/475-2557  
fax: 415/476-3541

# Section II: General Information

## G. Donor Signage Vernacular

University Development and Alumni Relations will work closely with donors and campus staff to develop language appropriate in length and tone for all donor signage applications. General donor recognition conventions—such as avoiding the use of words like “the” in the naming of UCSF properties, programs and facilities—will be applied whenever possible.

# Section II: General Information

## H. Corporate Logo Usage

Special consideration will be given to language that recognizes gifts from corporations in order to avoid the appearance of advertising. The use of corporate logos in donor signage is not permitted.

# Section II: General Information

## I. Related Policy Documents

The Donor Signage Guidelines are designed in accordance with the following campus and systemwide policies:

UCOP Policy on Naming of University Properties, Programs, and Facilities  
<http://www.ucop.edu/ucophome/coordrev/policy/12-19-02.html>

UCSF Campus Administrative Policy on Naming of University Properties, Programs, and Facilities  
<http://policies.ucsf.edu/600/60021.htm>

UCSF Campus Administrative Policy on Signs  
<http://policies.ucsf.edu/600/60020.htm>

# Section III: Exterior Donor Recognition

## A. Introduction

Unlike the naming of interior spaces, which are typically consistent from building to building and from site to site, the naming of exterior areas and landscape features presents a unique challenge. Certain donor signage applications in these settings can be standardized, as outlined in the sections that follow. However, due to the wide variety of hard- and soft-scape elements that define UCSF's exterior areas and landscape features—as well as the unique function each serves—many exterior donor signage applications should be approached on a custom basis with the specific goal of creating a contextual solution.

The materials, colors and styles used throughout the Donor Signage Guidelines should guide the development of all custom donor signage installations. In addition, a thorough analysis of local conditions, including preexisting donor signage, should inform the design process.

# Section III

## Section III: Exterior Donor Recognition

# Section III: Exterior Donor Recognition

## B. Mission Bay Entry Gateways

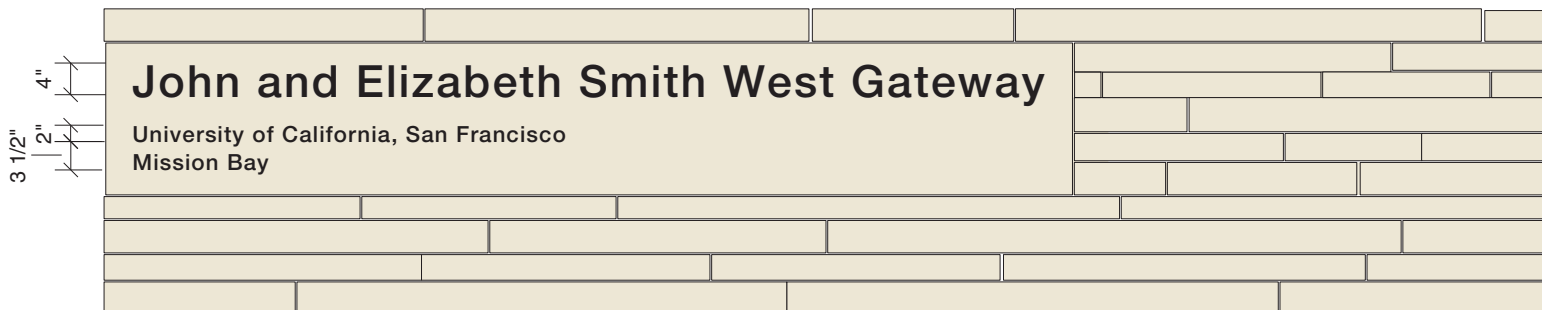
**Gift Level:** \$2,500,000+

**Description/Context:** The vehicular entries to the UCSF Mission Bay campus should be marked with a low wall and a monument, both made of stone. The low wall should contain a cornerstone on which the name of the gateway is identified; a donor's name may be incorporated into the name of the gateway. The direction of the gateway should be included in the name. The letters should be 1/8" thick marine stainless steel set flush into the stone.

**Font:** Helvetica Neue Medium, 4" initial cap for naming text, 2" initial cap for campus identification

**Material:** #4 brushed stainless steel, ASTM A316, horizontal grain, inset flush in stone

**Detail Drawings:** See below. Actual position of type and margins will be determined with actual name



**Elevation**  
**Scale: 1/2"=1'**

**Section III:**  
**Exterior Donor Recognition**

# Section III: Exterior Donor Recognition

## C. Mission Bay Street Identification

**Gift Level:** \$2,500,000+

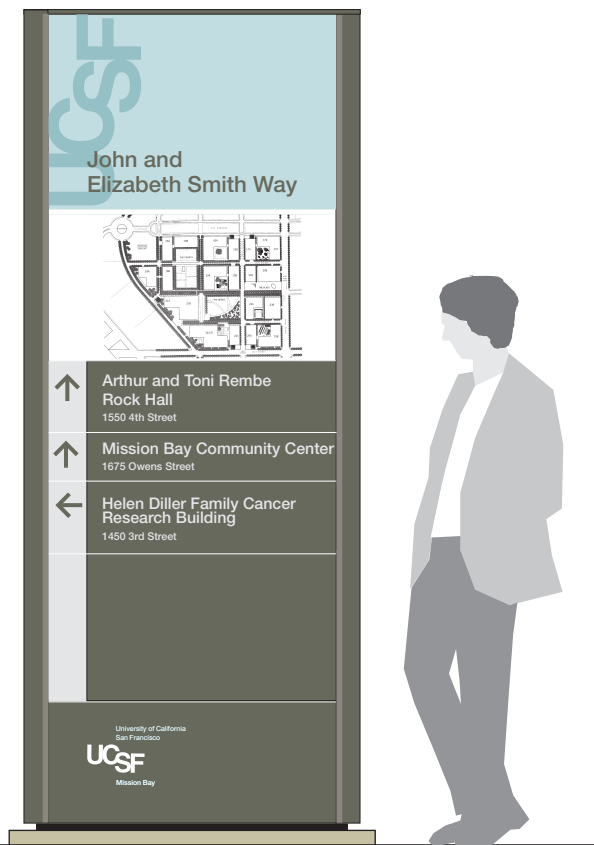
**Description/Context:** UCSF has been offered the opportunity to name all streets (except 4th Street) on the Mission Bay campus; a donor's name may be incorporated into the name of the street.

Primary street identification on the Mission Bay campus will be accommodated on information kiosks as shown below. All four sides of each kiosk may carry street names; the two faces parallel to the street will carry the name of the street.

The text, in 2" initial cap Helvetica Neue Medium, should be 3M Scotchcal Series 220 Dark Gray vinyl applied directly to the face of the glass lantern at the top of the kiosk. If the text requires only one line, utilize the lowest line in the grid.

When the naming of a street for a donor requires replacement of City of San Francisco street signs, Campus Planning will coordinate the process.

Additional, custom donor signage for Mission Bay street identification may be required to accommodate unique landscape conditions or to address other special situations.



**Elevation**  
**Scale: 1/2"=1'**

### Section III: Exterior Donor Recognition

#### C. Mission Bay Street Identification



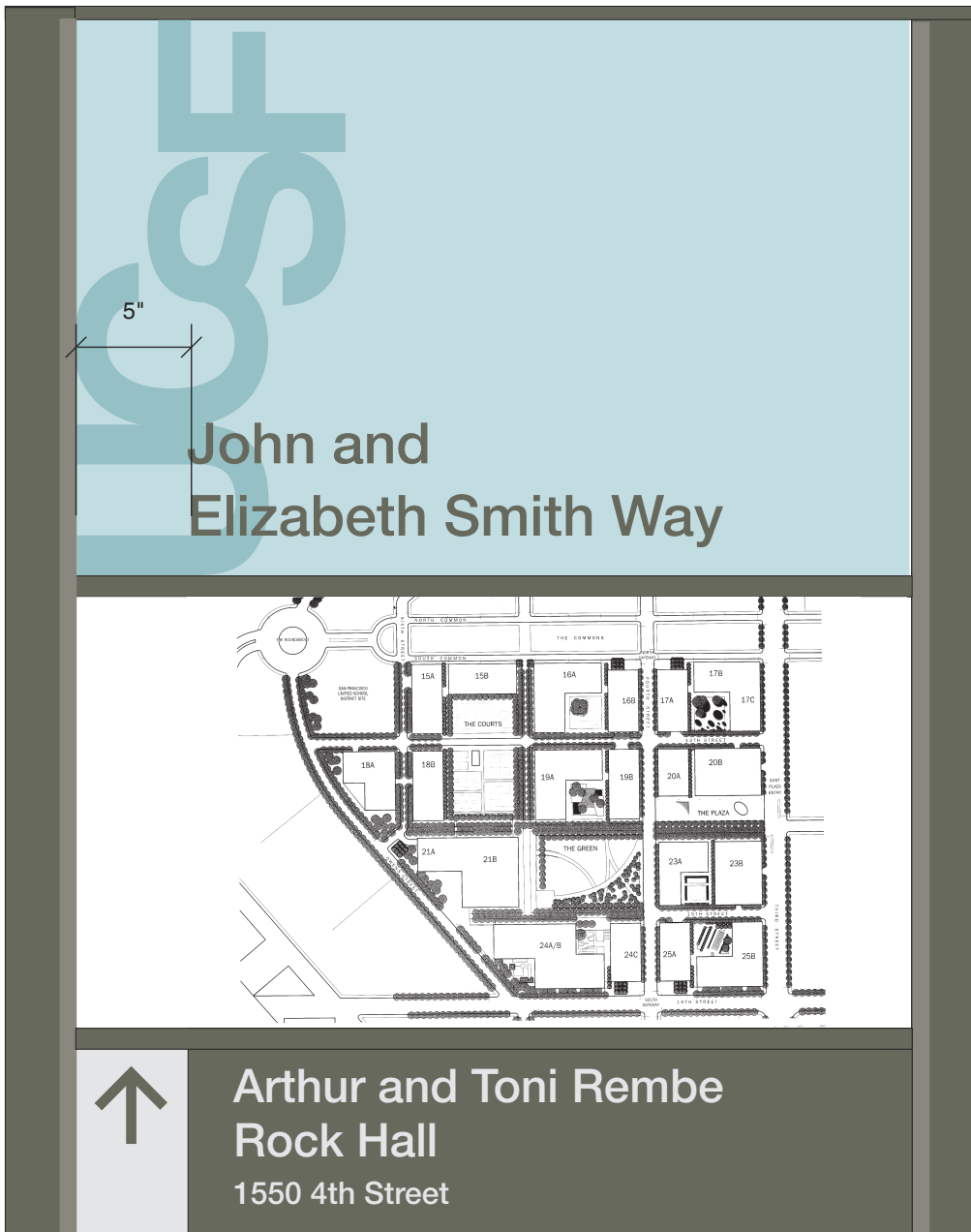
# Section III: Exterior Donor Recognition

## C. Mission Bay Street Identification (continued)

**Font:** 2" initial cap Helvetica Neue Medium

**Material:** 3M Scotchcal Series 220 Dark  
Gray vinyl

**Detail Drawings:** See following page and/or  
contact Facilities Management and refer to  
sign type CA, Site Signage Package dated  
11/04.



**Detail**  
**Scale: 1 1/2"=1'**

**Section III:  
 Exterior Donor Recognition**

# Section III: Exterior Donor Recognition

## D. Building Identification

**Gift Level:** \$25,000,000+

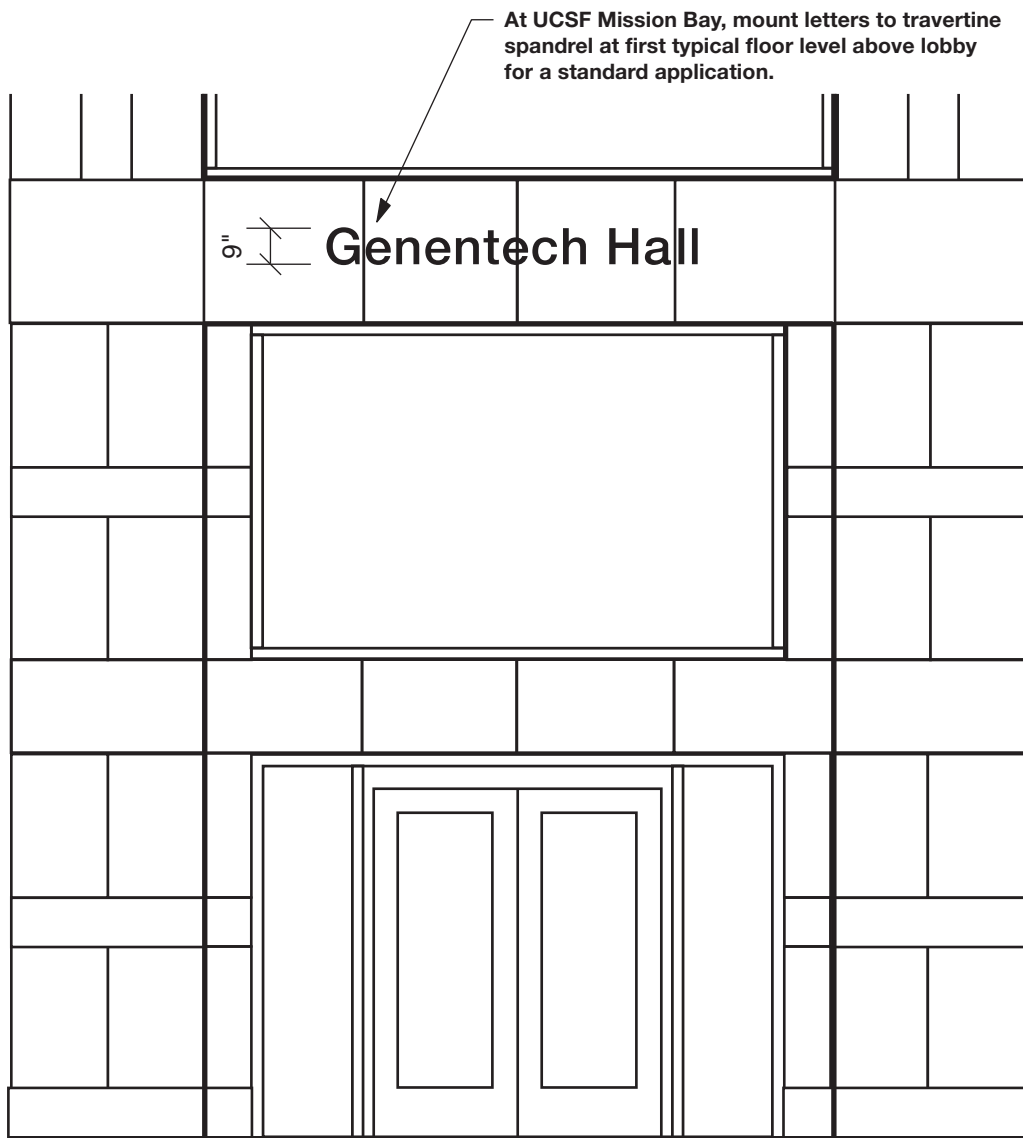
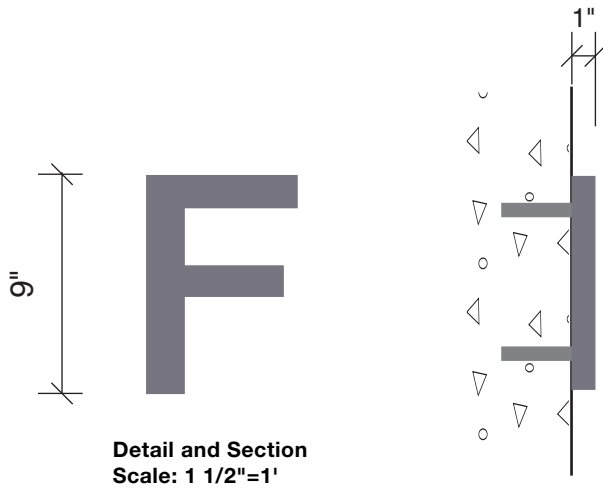
**Description/Context:** Each major entrance to a building should be identified; a donor's name may be incorporated into the identification.

The text should be 9" initial cap three-dimensional letters in #4 brushed stainless steel. The typeface should be Helvetica Neue Medium. The letters should be mounted flush to the building facade. The text should be located in the zone closest to the top of the first floor lobby or to the bottom of the first typical floor.

The text should be composed to best suit the architectural elevation as well as viewing sight lines. If the door is centered on columns, windows, steps, etc., and there is an area above the door in the height zone described in the preceding paragraph, the name may be centered. If the text requires only one line, utilize the lowest line in the grid. Stacked text should always be flush left.

**Material:** #4 brushed stainless steel, ASTM A316, horizontal grain, mounted flush to the building facade

**Detail Drawings:** See following page.



**Elevation**  
Scale: 1/4"=1'

**Section III:  
Exterior Donor Recognition**

# Section III: Exterior Donor Recognition

## E. Art Plaques

**Gift Level:** Varies

**Description/Context:** Each work of art should be identified; a donor's name may be incorporated into the plaque.

Two plaque designs have been developed to recognize gifts of art. The smaller design should be used for simple identification of the art and the donor. If it is necessary to include a description of the art, the larger design should be used.

**Small Plaque:** The text should be etched and filled in Black PMS 7C on a 4" x 8" #4 brushed stainless steel plaque; the only exception to this is in the Community Center, where Brick Red PMS 1675U text should be used. The first line of text—typically the name of the artist—should be printed in initial cap Helvetica Neue Bold. The second line of text—typically a parenthetical indicating the artist's nationality and year of birth (if still alive) or years of birth and death (if deceased)—should be printed in initial cap Helvetica Neue Medium. The third line of text—typically the name of the piece—should be printed in initial cap Helvetica Neue Bold Italic with the date in Helvetica Neue Medium. The fourth line of text—typically “a gift of” or “in memory of”—should be printed in all lower case Helvetica Neue Medium. The fifth line of text—typically the name of the donor—should be printed in initial cap Helvetica Neue Bold. Note that font size varies for each line of text. See the detail drawings for exact layout and font specifications.

# Section III: Exterior Donor Recognition

## E. Art Plaques (continued)

**Large Plaque:** Specifications for the large plaque vary only in the size of the plaque, 8" x 8", and in the font size and styles used in the description of the piece. See the detail drawings for exact layout and font specifications.

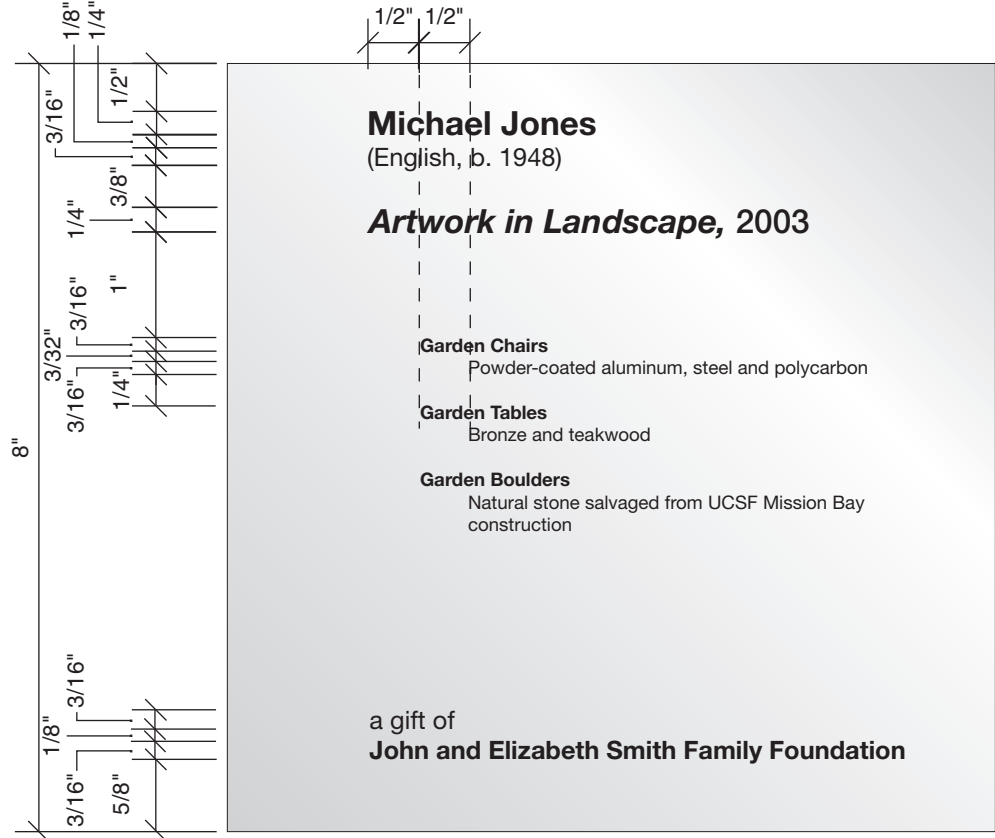
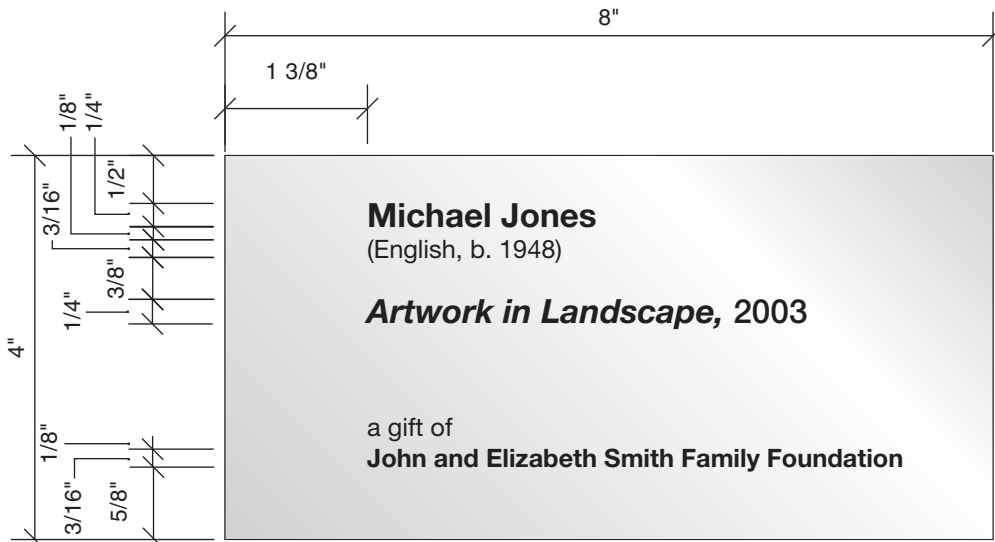
Exterior art plaques should be mounted flush to a surface, in an easy-to-read position, in close proximity to the piece. Plaques located in the ground plane should be flush to the ground plane and without exposed edges to avoid a tripping hazard.

**Font:** Various Helvetica font styles as specified on detail drawings, etched and filled in Black PMS 7C in standard applications, and Brick Red PMS 1675U in the Community Center

**Material:** #4 brushed stainless steel, ASTM A316, horizontal grain

**Size:** 8" long x 4" high or 8" long x 8" high, 1/4" thick

**Detail Drawings:** See following page.



**Detail**  
Scale: Half of full-size

**Section III:**  
**Exterior Donor Recognition**

# Section III: Exterior Donor Recognition

## F. Tribute Plaques

Like many of its peers, UCSF has a long tradition of installing exterior tribute plaques to celebrate important events and individuals who define its history. To avoid the appearance of excessive recognition, these plaques are generally not used in addition to the donor signage applications outlined in these guidelines. Instead, tribute plaques usually stand alone in areas that are not named for donors. Signage for such installations should adhere to the specifications for exterior art plaques on pages 20–22 and should be coordinated with University Development and Alumni Relations and Campus Planning.



# Section IV

## Section IV: Interior Donor Recognition

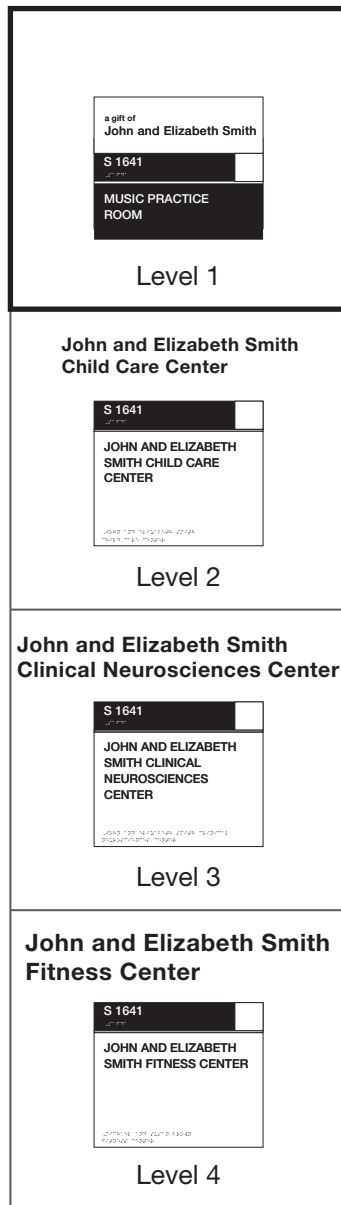
### A. Introduction

The Donor Signage Guidelines are based on specifications for campus signage as outlined in the Signage Standards Manual and Ordering Catalog. In keeping with these specifications—and to ensure compliance with ADA and other state and federal mandates—the Donor Signage Guidelines create special modules that can be integrated into the standard department/room identity signage system for interior donor recognition. In certain circumstances, the Donor Signage Guidelines offer an opportunity to supplement the signage with additional signage made of three-dimensional raised letters.

Custom donor signage for interior spaces may be required to accommodate unique architectural conditions or to address other special situations. University Development and Alumni Relations will work with Campus Planning and other stakeholders to secure all necessary approvals for custom donor signage.

# Section IV: Interior Donor Recognition

## B. Level 1 Room/Area Identification



**Gift Level:** \$25,000–\$249,999

**Description/Context:** Level 1 gifts typically do not result in a donor’s name being incorporated into the official identification of the room/area. In the unlikely event that a Level 1 gift results in a donor’s name being incorporated into the official identification of the room/area, the Level 2 guidelines should be used to develop donor signage.

**Room Identification:** Donor signage for a gift to name a Level 1 room should be a plaque added above the room number module. Note that because the official identification of the room has not changed, the standard room name module below the room number module should not be modified.

The text, in Helvetica Neue Medium, should be silkscreened on a brushed aluminum plaque in Cool Gray PMS 11C; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The standard size for a Level 1 room plaque is 4" x 12", although the height can vary to accommodate lengthy text. The first line of text on a standard Level 1 room plaque—typically either “a gift of” or “in memory of”—should be printed in all lower case letters. The second line of text—typically the donor’s name—should be printed in initial cap style. Note that font size varies for each line of text. See the detail drawings and/or the Signage Standards Manual and Ordering Catalog for exact layout, font and Braille specifications.

## Section IV: Interior Donor Recognition

# Section IV: Interior Donor Recognition

## B. Level 1 Room/Area Identification (continued)

**Area Identification:** Donor signage for a gift to name a Level 1 area should be a plaque placed to complement the architectural conditions of the area. Note that by definition, a Level 1 area—such as a reading nook—has not been identified with UCSF standard signage.

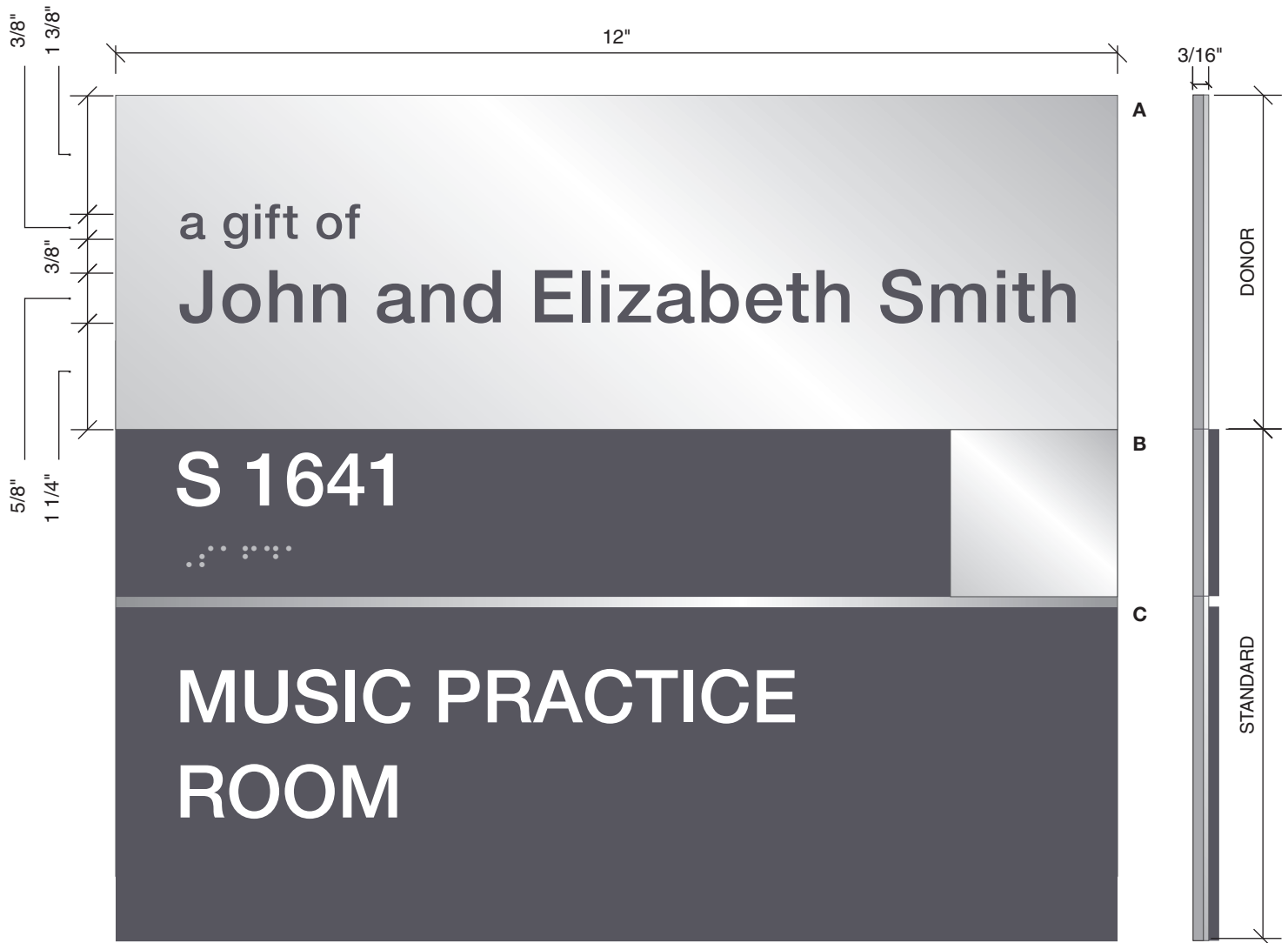
The text, in Helvetica Neue Medium, should be silkscreened on a brushed aluminum plaque in Cool Gray PMS 11C; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The standard size for a Level 1 area plaque is 4" x 12", although the height can vary to accommodate lengthy text. The first line of text on a standard Level 1 area plaque—typically the name of the area—should be printed in initial cap style. The second line of text—typically either “a gift of” or “in memory of”—should be printed in all lower case letters. The third line of text—typically the donor’s name—should be printed in initial cap style. Note that font size varies for each line of text. See the detail drawings for exact layout, font and Braille specifications.

**Material:** Brushed aluminum; edges finished clean, and corners finished square

**Size:** 12" long x 4" high or higher to accommodate lengthy text

**Font:** Helvetica Neue Medium silkscreened in various sizes and styles as specified on detail drawings; Cool Gray PMS 11C in standard applications, Brick Red PMS 1675U for Community Center

**Detail Drawings:** See the following pages.



**Detail**  
**Scale: Half of full-size**

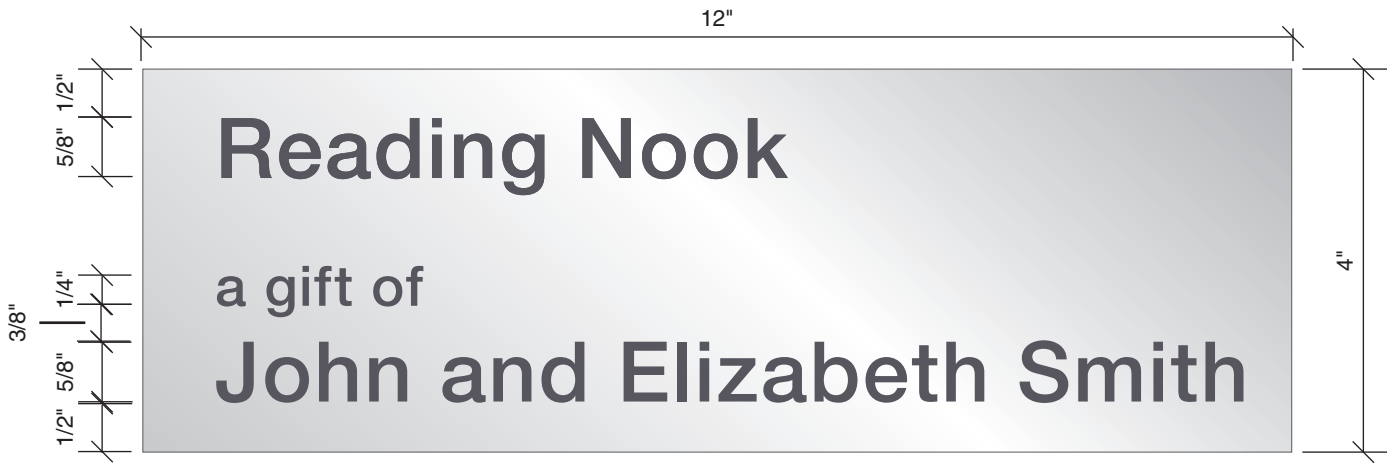
- A. Added donor module
- B. Existing room number module
- C. Existing room name module

**Section**  
**Scale: Half of full-size**

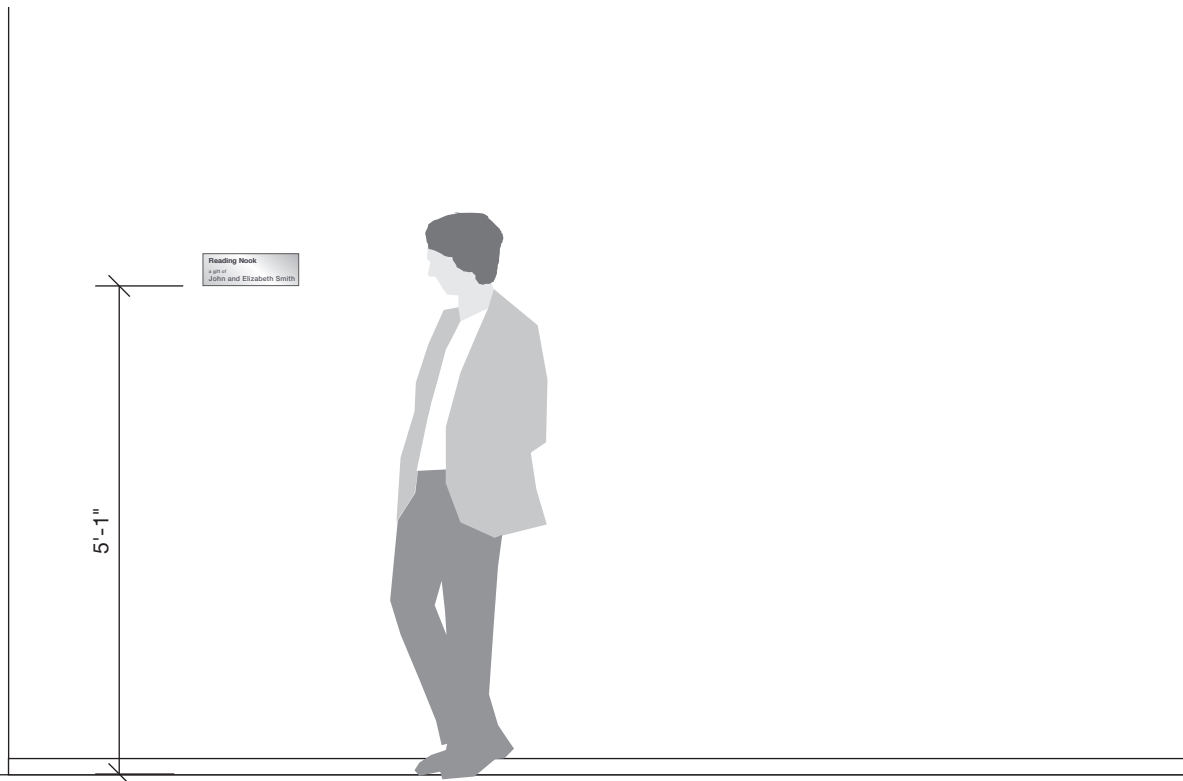


**Elevation**  
**Scale: 1/2"=1'**

**Section IV:**  
**Interior Donor Recognition**



**Detail**  
Scale: Half of full-size

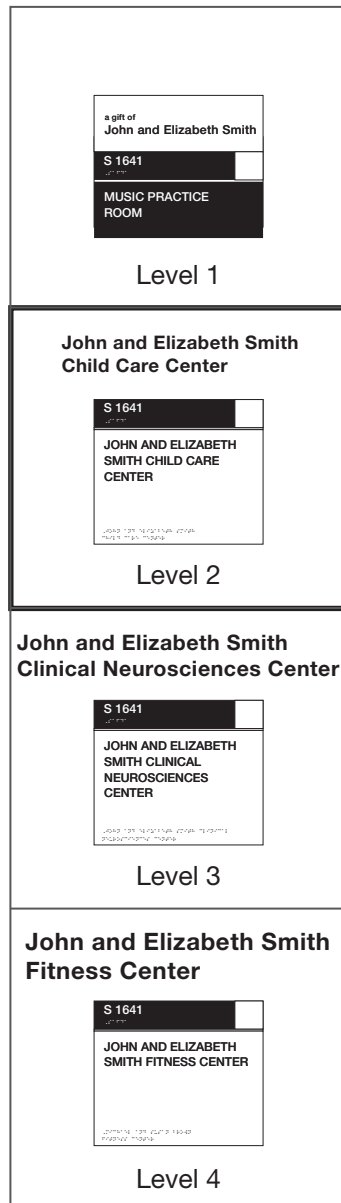


**Elevation**  
Scale: 1/2"=1'

**Section IV:**  
**Interior Donor Recognition**

# Section IV: Interior Donor Recognition

## C. Level 2 Room/Area Identification



**Gift Level:** \$250,000–\$999,999

**Description/Context:** Level 2 gifts typically result in the donor's name being incorporated into the official identification of the room/area.

**Room Identification:** Primary donor recognition signage for a Level 2 gift to name a room should be an upgraded room name plaque, into which the donor's name has been incorporated, located below the room number module. Note that because the official identification of the room has changed, this plaque must comply with ADA and other state and federal mandates.

The text, at 5/8" all cap Helvetica Neue Medium, should be 1/32" raised lettering in Cool Gray PMS 11C on a brushed aluminum plaque; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The standard size for a Level 2 room name plaque is 8" x 12", although the height can vary to accommodate lengthy copy. See the detail drawings and/or the Signage Standards Manual and Ordering Catalog for exact layout, font and Braille specifications.

Level 2 gifts may be further identified by individual 2" x 1/4" three-dimensional brushed aluminum letters in initial cap Helvetica Neue Medium. The text, composed to complement the architectural elevation, should be mounted flush to the wall; if stacked, the text should be flush left.

In general, if there are multiple, widely spaced entrances to the named space or if the entrances are distinguished by unique finishes—such as wood or stone paneling—raised letters should be placed at each entrance.

## Section IV: Interior Donor Recognition

### C. Level 2 Room/Area Identification

# Section IV: Interior Donor Recognition

## C. Level 2 Room/Area Identification (continued)

If multiple entrances to the named space are either in close proximity or framed by standard finishes—such as painted gypsum board—raised letters should be placed in a single location.

In some cases, site conditions may make it impossible or inappropriate to place raised letters in the positions described above. When this occurs, raised letters may be installed in an appropriate location inside the named room.

**Area Identification:** Donor signage for a Level 2 gift to name an area should be three-dimensional brushed aluminum letters as described above, composed to complement the architectural conditions of the area. Note that by definition, a Level 2 area—such as a wall of history—is not assigned a room number and therefore does not require standard wayfinding signage to comply with ADA and other state and federal mandates.

**Material:** Brushed aluminum; edges finished clean, and corners finished square

**Size:** 12" long x 8" high or higher to accommodate lengthy text

**Font:** Helvetica Neue Medium, 5/8" all caps, raised 1/32" as specified on detail drawings; Cool Gray PMS 11C in standard applications, and Brick Red PMS 1675U in the Community Center

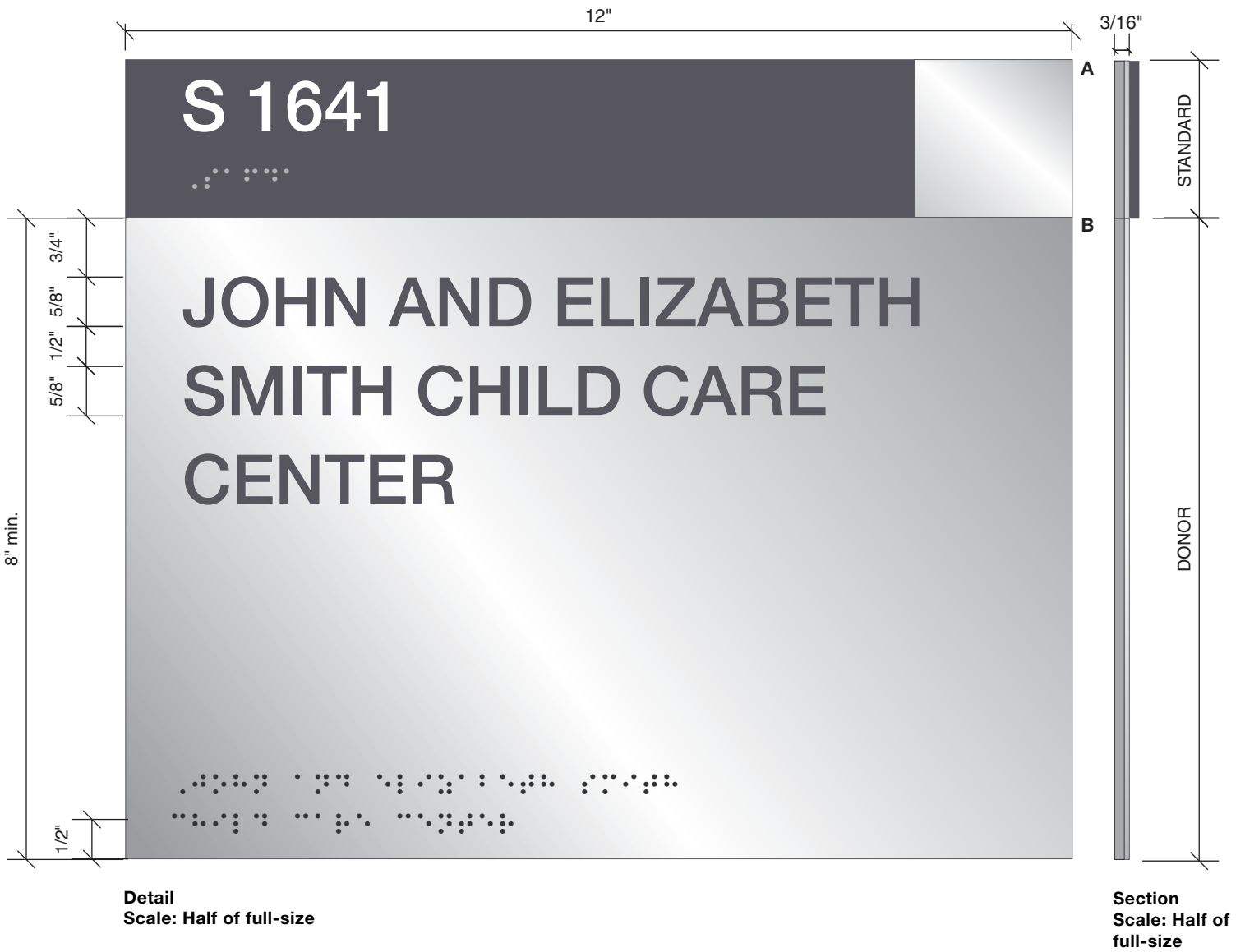
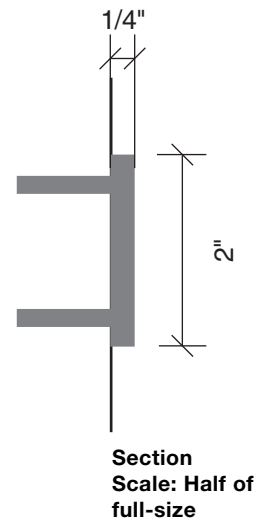


# Section IV: Interior Donor Recognition

## C. Level 2 Room/Area Identification (continued)

**Three-Dimensional Letters:** 2" x 1/4" brushed aluminum initial cap Helvetica Neue Medium, flush left; if stacked, mounted flush to the wall

**Detail Drawings:** See the following pages and/or refer to the Signage Standards Manual and Ordering Catalog.



- A. Existing room number module
- B. New room name module

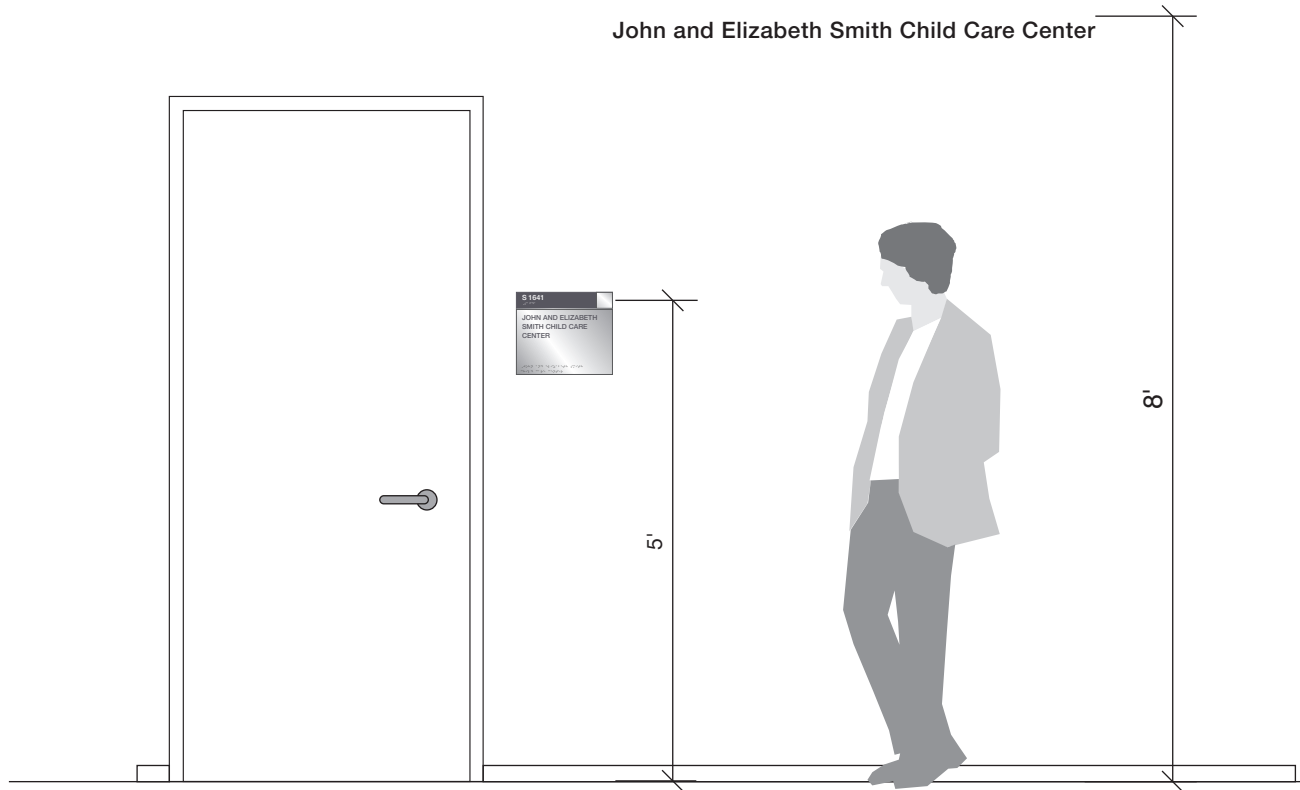
**Section IV:  
Interior Donor Recognition**

# 2" John and Elizabeth Smith Child Care Center

Detail  
Scale: 1"=1'

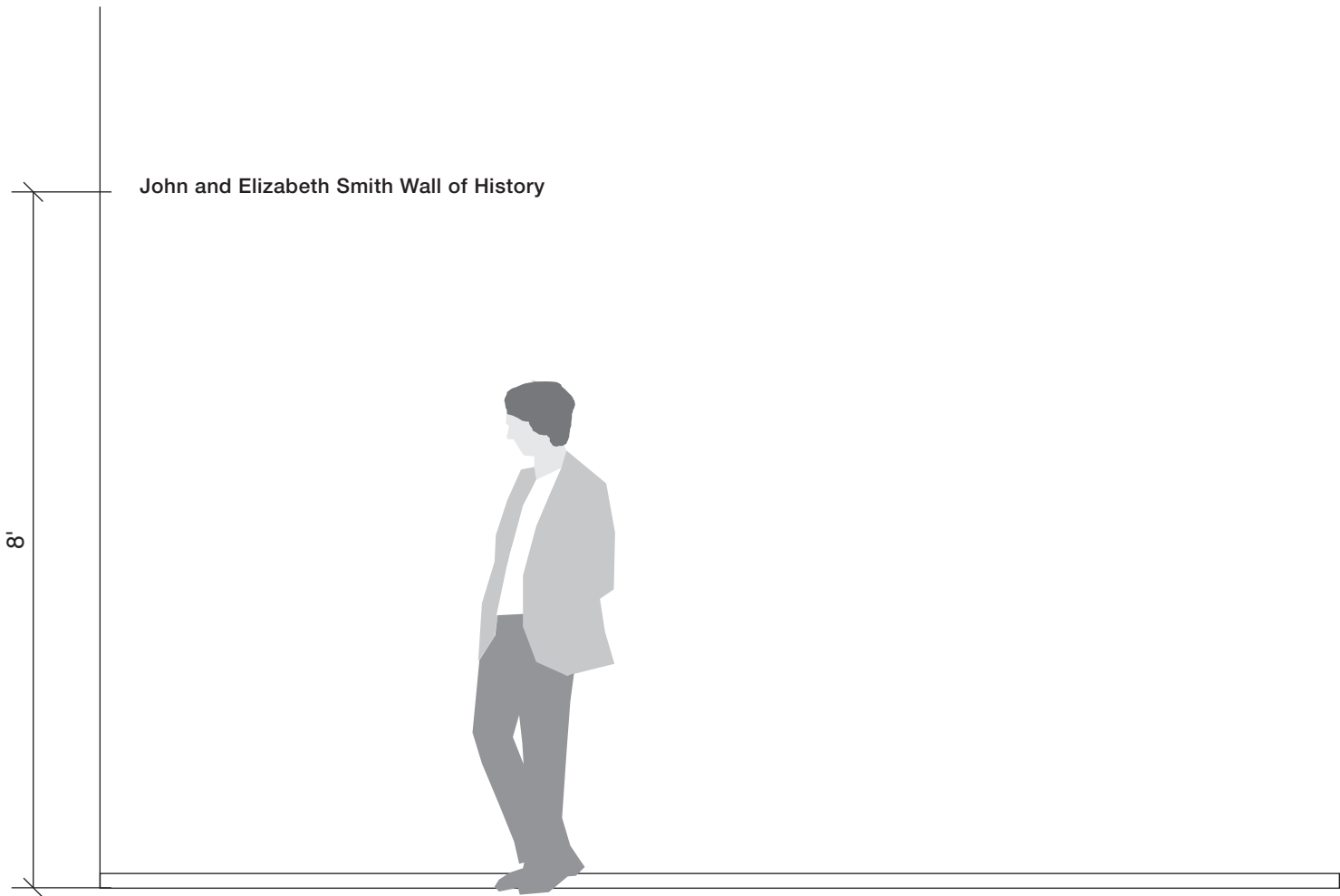
# 1 1/2" 2" John and Elizabeth Smith 2" Child Care Center

Detail  
Scale: 1"=1'



Elevation  
Scale: 1/2"=1'

## Section IV: Interior Donor Recognition

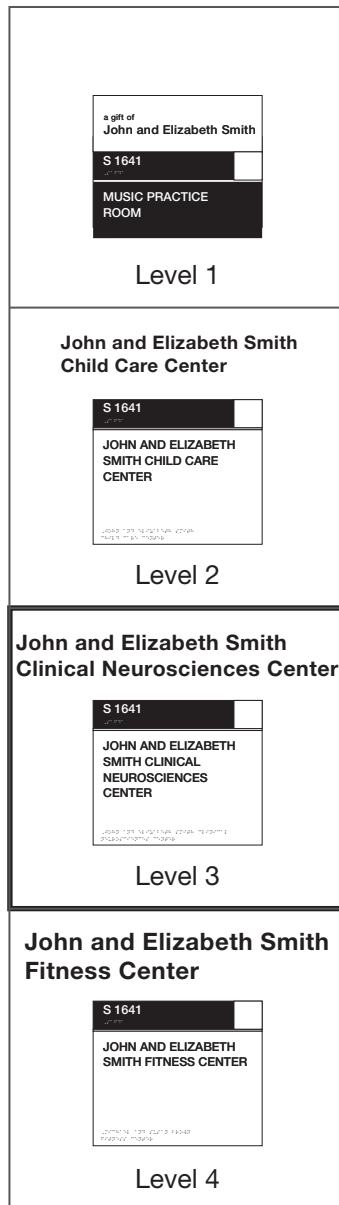


**Elevation**  
**Scale: 1/2"=1'**

**Section IV:**  
**Interior Donor Recognition**

# Section IV: Interior Donor Recognition

## D. Level 3 Room/Area Identification



**Gift Level:** \$1,000,000–\$2,499,999

**Description/Context:** Level 3 gifts typically result in the donor's name being incorporated into the official identification of the room/area.

**Room Identification:** Primary donor recognition signage for a Level 3 gift to name a room should be an upgraded room name plaque, into which the donor's name has been incorporated, located below the room number module. Note that because the official identification of the room has changed, this plaque must be modified to comply with ADA and other state and federal mandates.

The text, at 5/8" all cap Helvetica Neue Medium, should be 1/32" raised lettering in Cool Gray PMS 11C on a brushed aluminum plaque; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The standard size for a Level 3 room name plaque is 8" x 12", although the height can vary to accommodate lengthy copy. See the detail drawings and/or the Signage Standards Manual and Ordering Catalog for exact layout, font and Braille specifications.

Level 3 gifts may be further identified by individual 3" x 3/8" three-dimensional brushed aluminum letters in initial cap Helvetica Neue Medium. The text, composed to complement the architectural elevation, should be mounted flush to the wall; if stacked, the text should be flush left.

## Section IV: Interior Donor Recognition

# Section IV: Interior Donor Recognition

## D. Level 3 Room/Area Identification (continued)

In general, if there are multiple, widely spaced entrances to the named space or if the entrances are distinguished by unique finishes—such as wood or stone paneling—raised letters should be placed at each entrance.

If multiple entrances to the named space are either in close proximity or framed by standard finishes—such as painted gypsum board—raised letters should be placed in a single location.

In some cases, site conditions may make it impossible or inappropriate to place raised letters in the positions described above. When this occurs, raised letters may be installed in an appropriate location inside the named room.

**Area Identification:** Donor signage for a Level 3 gift to name an area should be three-dimensional brushed aluminum letters as described above, composed to complement the architectural conditions of the area. Note that by definition, a Level 3 area—such as a vestibule—is not assigned a room number and therefore does not require standard wayfinding signage to comply with ADA and other state and federal mandates.

**Material:** Brushed aluminum; edges finished clean, and corners finished square

**Size:** 12" long x 8" or higher to accommodate lengthy text

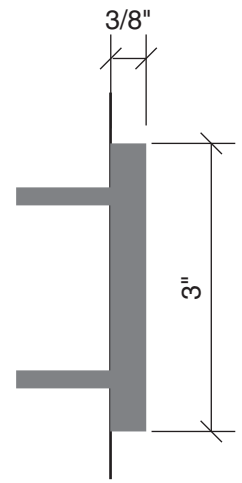
# Section IV: Interior Donor Recognition

## D. Level 3 Room/Area Identification (continued)

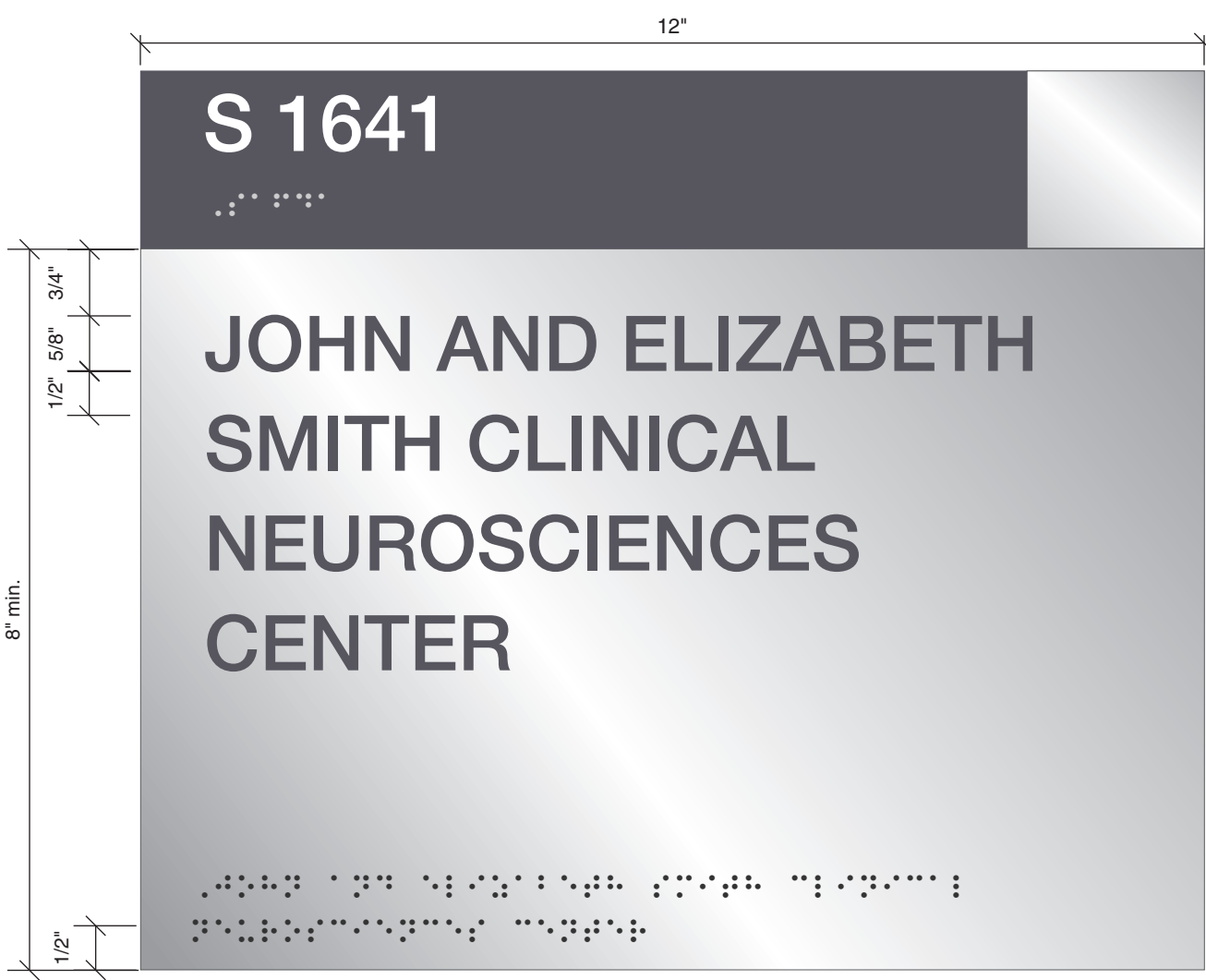
**Font:** Helvetica Neue Medium, 5/8"  
all caps, raised 1/32" as specified on detail drawings; Cool Gray PMS 11C in standard applications, Brick Red PMS 1675U in the Community Center

**Three-Dimensional Letters:** 3" x 3/8" brushed aluminum initial cap Helvetica Neue Medium, flush left; if stacked, mounted flush to the wall

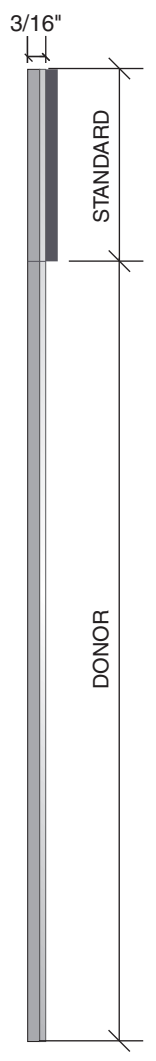
**Detail Drawings:** See the following pages and/or refer to the Signage Standards Manual and Ordering Catalog.



**Section**  
Scale: Half of full-size



**Detail**  
Scale: Half of full-size

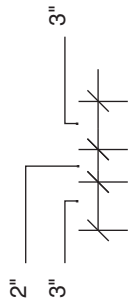


**Section**  
Scale: Half of full-size

- A. Existing room number module
- B. New room name module

**Section IV:**  
**Interior Donor Recognition**

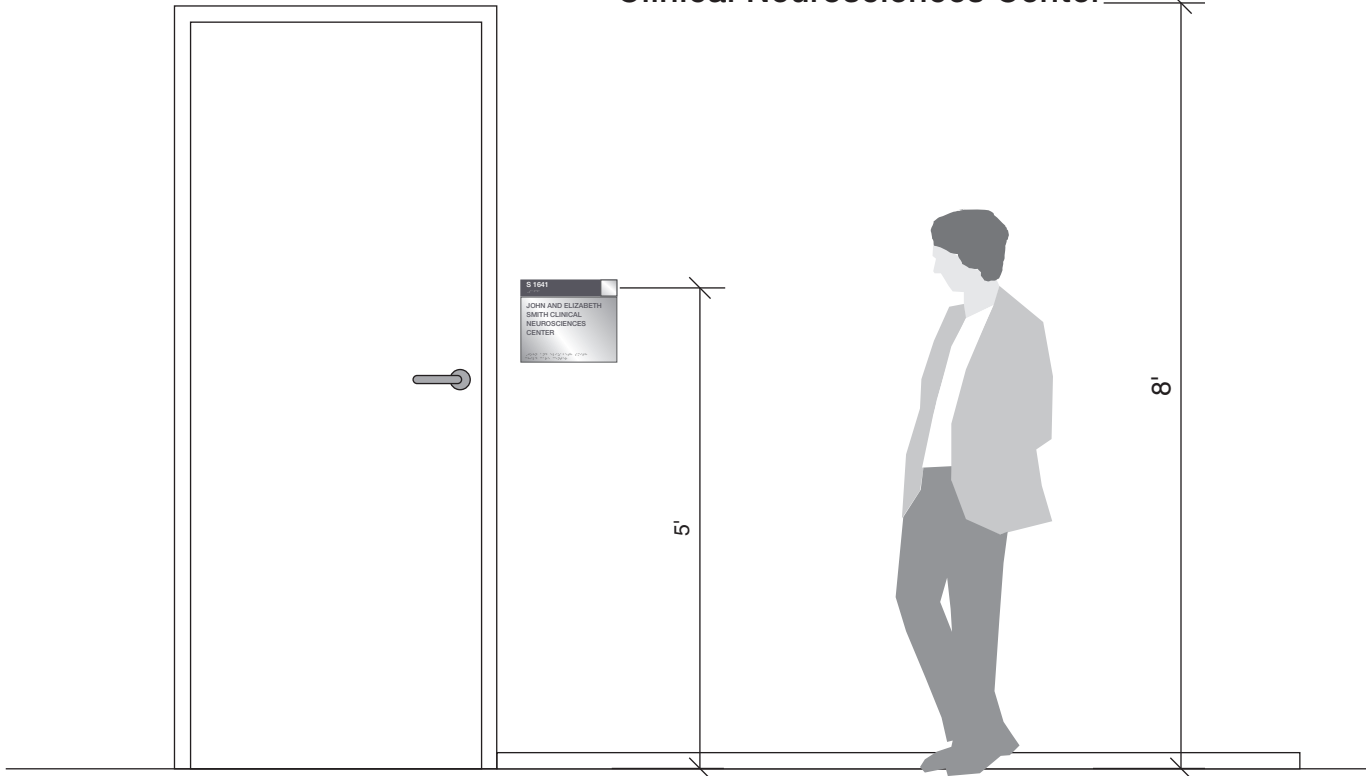




# John and Elizabeth Smith Clinical Neurosciences Center

**Detail**  
Scale: 1"=1'

## John and Elizabeth Smith Clinical Neurosciences Center

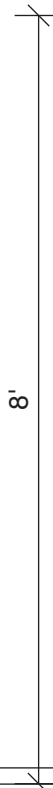


**Elevation**  
Scale: 1/2"=1'

### Section IV: Interior Donor Recognition

**D. Level 3 Room/Area  
Identification**

John and Elizabeth Smith Vestibule

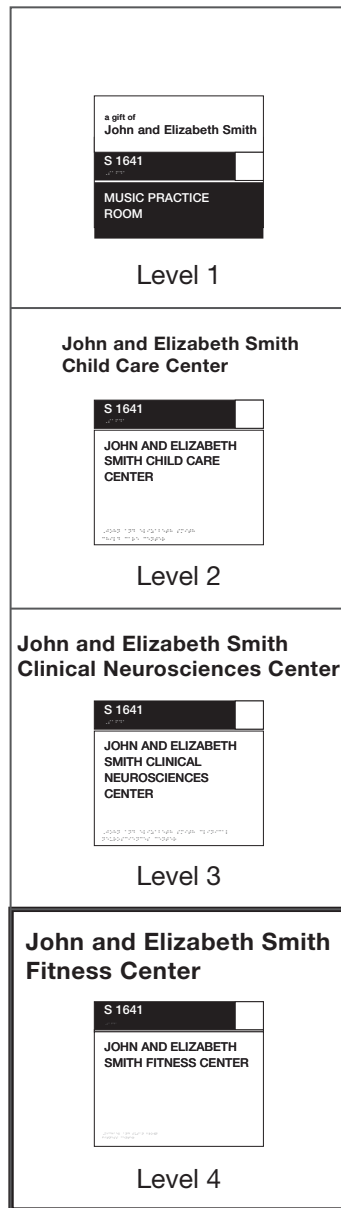


Elevation  
Scale: 1/2"=1'

**Section IV:  
Interior Donor Recognition**

# Section IV: Interior Donor Recognition

## E. Level 4 Room/Area Identification



**Gift Level:** \$2,500,000+

**Description/Context:** Level 4 gifts typically result in the donor's name being incorporated into the official identification of the room/area.

**Room Identification:** Primary donor recognition signage for a Level 4 gift to name a room should be an upgraded room name plaque, into which the donor's name has been incorporated, located below the room number module. Note that because the official identification of the room has changed, this plaque must be modified to comply with ADA and other state and federal mandates.

The text, at 5/8" all cap Helvetica Neue Medium, should be 1/32" raised lettering in Cool Gray PMS 11C on a brushed aluminum plaque; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The standard size for a Level 4 room name plaque is 8" x 12", although the height can vary to accommodate lengthy copy. See the detail drawings and/or the Signage Standards Manual and Ordering Catalog for exact layout, font and Braille specifications.

Level 4 gifts may be further identified by individual 4" x 1/2" three-dimensional brushed aluminum letters in initial cap Helvetica Neue Medium. The text, composed to complement the architectural elevation, should be mounted flush to the wall; if stacked, the text should be flush left.

## Section IV: Interior Donor Recognition

# Section IV: Interior Donor Recognition

## E. Level 4 Room/Area Identification (continued)

In general, if there are multiple, widely spaced entrances to the named space or if the entrances are distinguished by unique finishes—such as wood or stone paneling—raised letters should be placed at each entrance.

If multiple entrances to the named space are either in close proximity or framed by standard finishes—such as painted gypsum board—raised letters should be placed in a single location.

In some cases, site conditions may make it impossible or inappropriate to place raised letters in the positions described above. When this occurs, raised letters may be installed in an appropriate location inside the named space.

**Area Identification:** Donor signage for a Level 4 gift to name an area should be three-dimensional brushed aluminum letters as described above, composed to complement the architectural conditions of the area. Note that by definition, a Level 4 area—such as a mezzanine—is not assigned a room number and therefore does not require standard wayfinding signage to comply with ADA and other state and federal mandates.

**Material:** Brushed aluminum; edges finished clean, and corners finished square

**Size:** 12" long x 8" high or higher to accommodate lengthy text

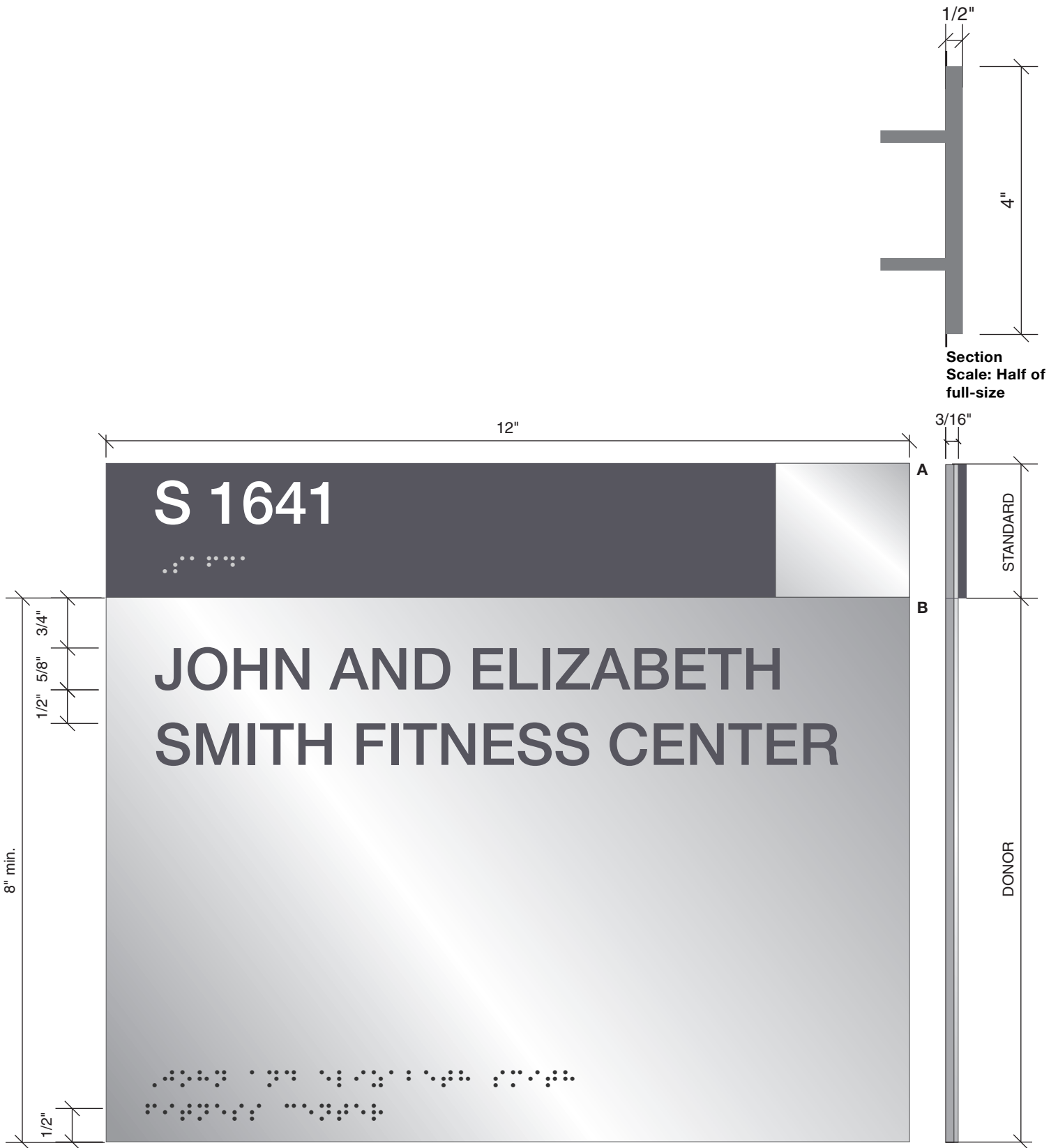
# Section IV: Interior Donor Recognition

## E. Level 4 Room/Area Identification (continued)

**Font:** Helvetica Neue Medium, 5/8"  
all caps, raised 1/32" as specified on detail drawings; Cool Gray PMS 11C in standard applications, and Brick Red PMS 1675U in the Community Center

**Three-Dimensional Letters:** 4" x 1/2" brushed aluminum initial cap Helvetica Neue Medium, flush left; if stacked, mounted flush to the wall

**Detail Drawings:** See the following pages and/or refer to the Signage Standards Manual and Ordering Catalog.

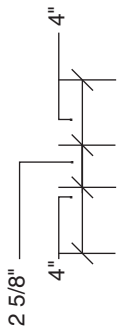


**Detail**  
**Scale: Half of full-size**

**Section**  
**Scale: Half of full-size**

- A. Existing room number module
- B. New room name module

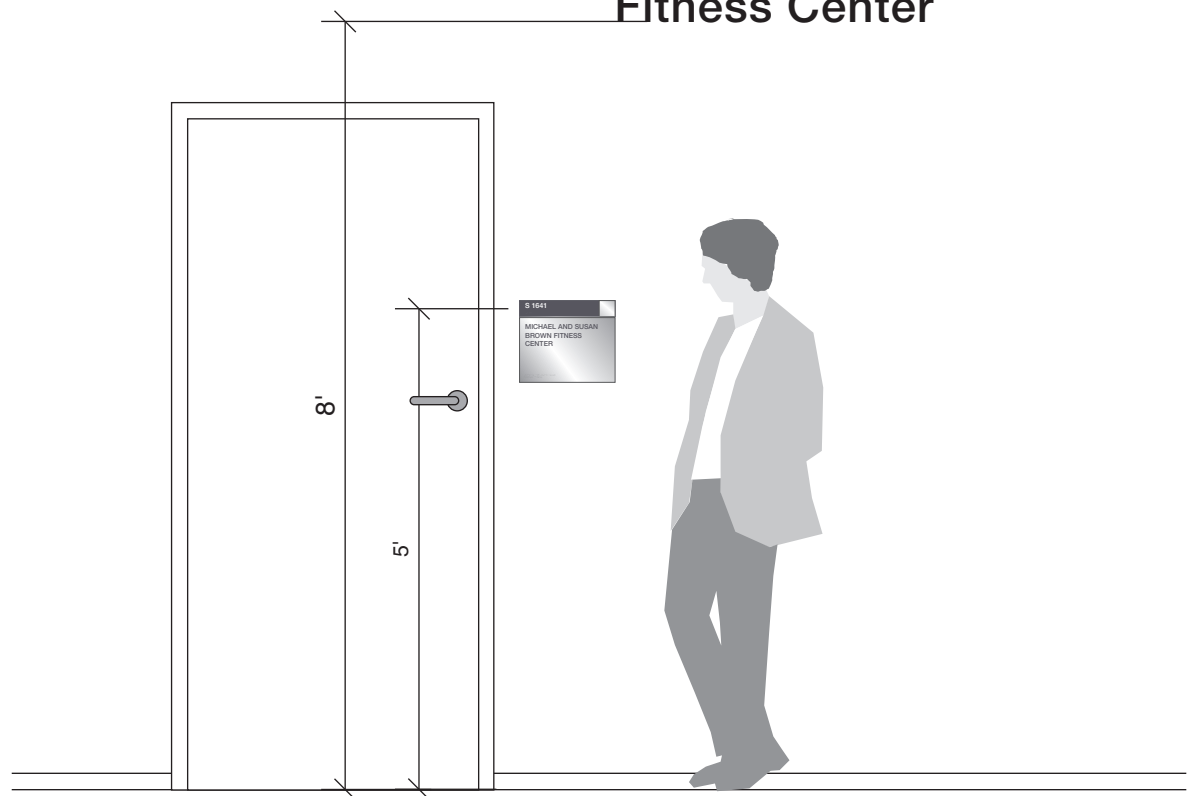
**Section IV:**  
**Interior Donor Recognition**



# John and Elizabeth Smith Fitness Center

**Detail**  
Scale: 1"=1'

## John and Elizabeth Smith Fitness Center



**Elevation**  
Scale: 1/2"=1'

### Section IV: Interior Donor Recognition

# John and Elizabeth Smith Mezzanine

8'



Elevation  
Scale: 1/2"=1'

## Section IV: Interior Donor Recognition



# Section IV: Interior Donor Recognition

## F. Art Plaques

**Gift Level:** Varies

**Description/Context:** Each work of art should be identified; a donor's name may be incorporated into the plaque.

Two plaque designs have been developed to recognize gifts of art. The smaller design should be used for simple identification of the art and the donor. If it is necessary to include a description of the art, the larger design should be used.

**Small Plaque:** The text should be etched and filled in Black PMS 7C on a 4" x 8" brushed aluminum plaque; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used. The first line of text—typically the name of the artist—should be printed in initial cap Helvetica Neue Bold. The second line of text—typically a parenthetical indicating the artist's nationality and year of birth (if still alive) or years of birth and death (if deceased)—should be printed in initial cap Helvetica Neue Medium. The third line of text—typically the name of the piece—should be printed in initial cap Helvetica Neue Bold Italic and the date in Helvetica Neue Medium. The fourth line of text—typically "a gift of" or "in memory of"—should be printed in all lower case Helvetica Neue Medium. The fifth line of text—typically the name of the donor—should be printed in initial cap Helvetica Neue Bold. Note that font size varies for each line of text. See the detail drawings for exact layout and font specifications.

# Section IV: Interior Donor Recognition

## F. Art Plaques (continued)

**Large Plaque:** Specifications for the large plaque vary only in the size of the plaque, 8" x 8", and in the font size and styles used in the description of the piece. See the detail drawings for exact layout and font specifications.

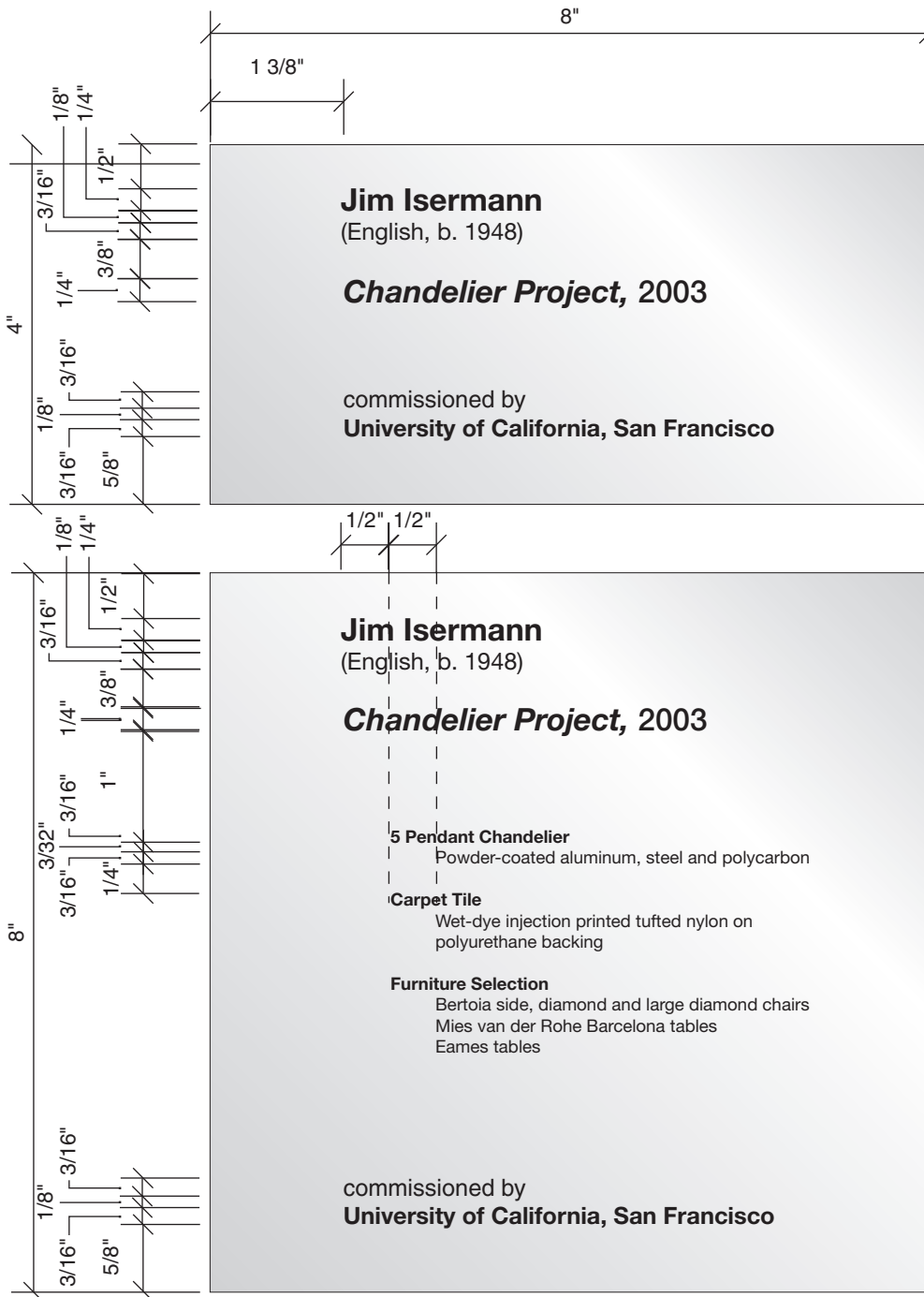
Interior art plaques should be mounted flush to a surface, in an easy-to-read position, in close proximity to the piece.

**Font:** Various Helvetica font styles as specified on the detail drawings, etched and filled in Black PMS 7C in standard applications, Brick Red PMS 1675U in the Community Center

**Material:** Brushed aluminum

**Size:** 8" long x 4" high or 8" long x 8" high, 1/4" thick

**Detail Drawings:** See following page.



**Detail**  
**Scale: Half of full-size**

**Section IV:**  
**Interior Donor Recognition**

# Section IV: Interior Donor Recognition

## G. Equipment Plaques

**Gift Level:** Varies

**Description/Context:** Donor signage for a gift of equipment should be a brushed aluminum plaque located on or near the donated equipment.

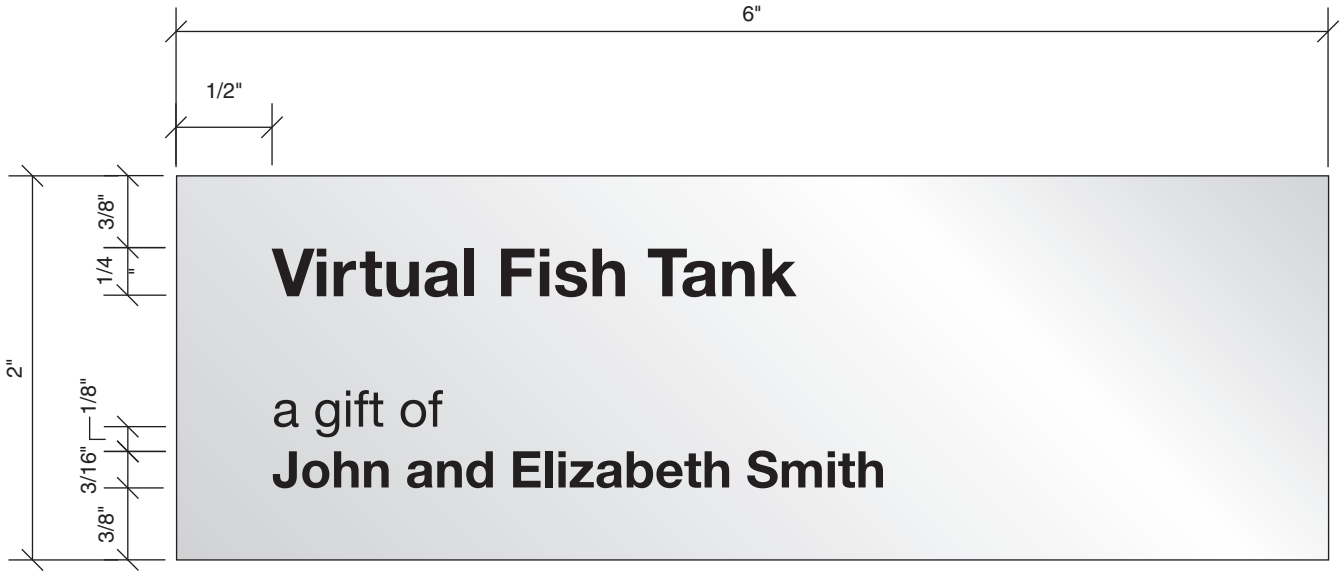
The text, in Helvetica Neue Medium, should be silkscreened on a brushed aluminum plaque in Cool Gray PMS 11C in standard applications; the only exception to this is in the Community Center, where Brick Red PMS 1675U should be used.

**Material:** Brushed aluminum, edges finished clean, and corners finished square

**Size:** 6" long x 2" high or higher to accommodate lengthy text

**Font:** Helvetica Neue Medium silkscreened in various sizes and styles as specified on the detail drawings; Cool Gray PMS 11C in standard applications, Brick Red PMS 1675U in the Community Center

**Detail Drawings:** See following page.



**Detail**  
**Scale: Full-size**

**Section IV:**  
**Interior Donor Recognition**

# Section IV: Exterior Donor Recognition

## H. Tribute Plaques

Like many of its peers, UCSF has a long tradition of installing interior tribute plaques to celebrate important events and individuals who define its history. To avoid the appearance of excessive recognition, these plaques are generally not used in addition to the donor signage applications outlined in these guidelines. Instead, tribute plaques usually stand alone in areas that are not named for donors. Signage for such installations should adhere to the specifications for interior art plaques on pages 48-50 and should be coordinated with University Development and Alumni Relations and Campus Planning.

# Section IV: Interior Donor Recognition

## I. Mission Bay Donor Wall

**Gift Level:** \$500,000+

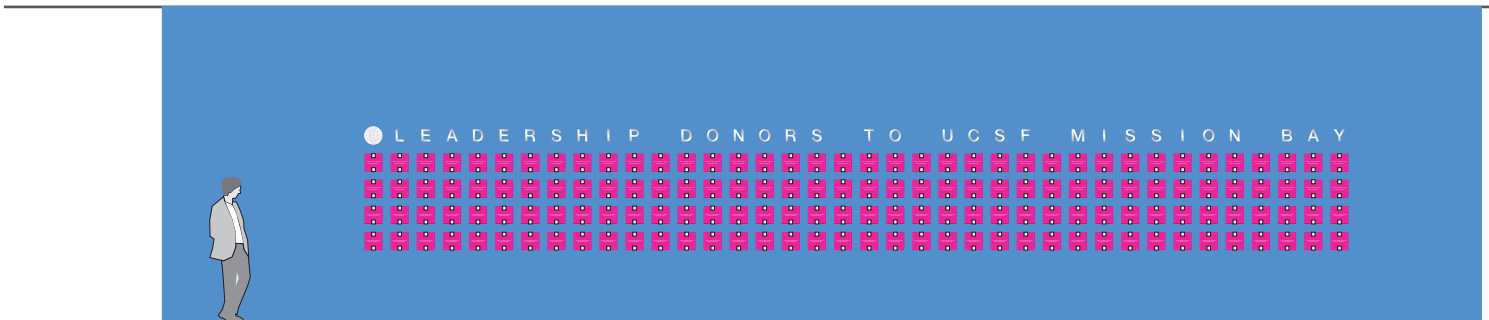
**Description/Context:** The UCSF Mission Bay donor wall in the Mission Bay Community Center is designed to recognize all donors of \$500,000 or more to the construction of UCSF Mission Bay. Donors to other campus projects and programs may not be listed on the UCSF Mission Bay donor wall.

The UCSF Mission Bay donor wall can carry 152 donor names on individual glass plaques within recessed alcoves. The glass plaques will exist in place as blanks prior to engraving each donor's name. The donor's name, in Helvetica Neue Medium, should be etched on the reverse face of the glass. In all cases, line spacing and cap height should remain consistent. The text is centered—an approved exception to the flush left standard—and the spaces above and below it should be equal.

Because full build-out of the Mission Bay campus may take 20 years or more, University Development and Alumni Relations may increase the \$500,000 threshold over time.

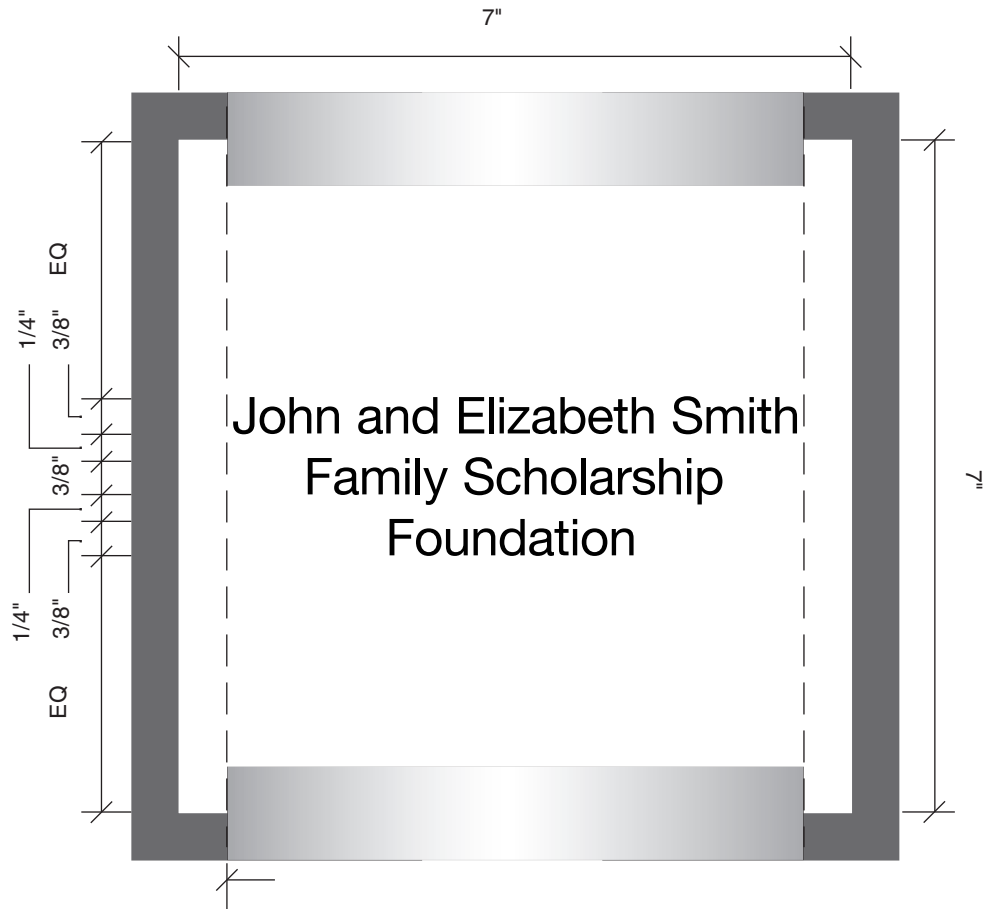
**Material:** Etched letters in clear glass (existing)

**Size:** 7" x 7"



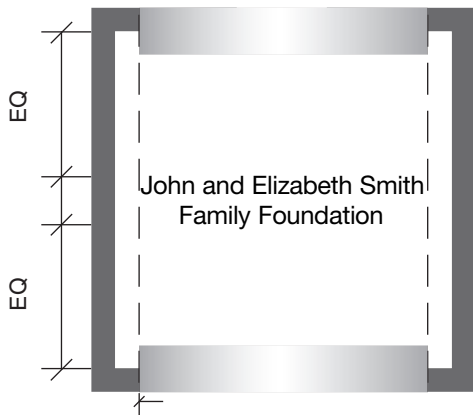
**Elevation**  
**Scale:** 1/8"=1'

**Section IV:**  
**Interior Donor Recognition**

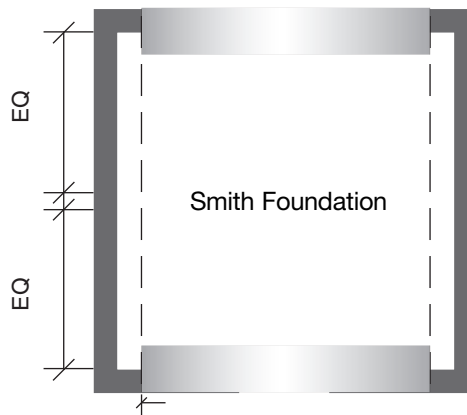


**Detail**  
**Scale: Half of full-size**

Text restricted to minimum 1/2" from edge of glass



**Detail**  
**Scale 3"=1'**



**Section IV:**  
**Interior Donor Recognition**



# Section IV: Interior Donor Recognition

## J. Custom Donor Walls

**Description/Context:** UCSF permits the installation of custom donor walls to recognize annual, major or other donors to a particular school, department, program, etc.

As with all other donor signage applications, the installation of custom donor walls must be coordinated with and approved by University Development and Alumni Relations. Additional approvals from Campus Planning, Facilities Management and other campus units may be required.

Custom donor walls should be designed in accordance with the colors, typography and materials outlined in the Donor Signage Guidelines as well as the graphic standards outlined in UCSF's Identity Guidelines. Additional consideration should be given to the architectural conditions of the space in which the custom donor wall will be installed.