



University at Buffalo
The State University of New York

Academic Planning and Budget
Office of Capital Facilities and Space Planning

Memorandum

TO: Room Occupant
FROM: Academic Planning and Budget, Office of Capital Facilities and Space Planning
RE: Room ID Sign Inserts
DATE: Revised 6 March 2007

Congratulations, you are now using ADA compliant signs for your room identification which include raised room numbers and Braille lettering. The 6" square unit contains a changeable area for room description. The occupant may create the insert, using his/her own word processor. By following the guidelines below, we will assure consistency and unification within signage throughout our campuses; while assisting in the way finding efforts for all users. Please set up your page as follows to produce your insert:

Set your margins:

Top .5"
Bottom 8.5"
Left .5"
Right 3"

Paper Size:

Letter
8 ½" x 11"
Portrait

Text and Font (using UB standards):

Line 1: Room number and building name (*required*)

Font: 24 pt Frutiger 55 Roman

Line 2: **Occupants Name or Department Name**

Font: 28pt Frutiger 55 Roman **Bold**

(*May extend to the second line*)

(*May use 48 pt. when minimal information is required*)

Line 3: Title or *blank*

Font: 24 pt Frutiger 55 Roman

Line 4: Department, other info or *blank*

Font: 24 pt Frutiger 55 Roman

Font Substitutions:

We understand that Frutiger may not be readily available on Microsoft Word. Please make every attempt to use Frutiger, but Trebuchet MS may be substituted if absolutely necessary.

Stock and ink color:

Print on white paper or white card stock with black ink. Avoid all other combinations of paper colors, ink colors or additional graphics.

Cut:

2 ½" from top of page
6" from left page

Insert:

To change the insert, use a suction cup (or carefully use a thin piece of metal like a metal ruler or letter opener) to pop out the plaque from the frame. Insert your paper insert and pop back into frame.

Questions:

Please contact the Assistant Director of Capital Facilities and Space Planning at 645-2072 for more information. Also review the UB Marketing Toolbox at www.buffalo.edu/toolbox for more information related to visual identity. For information on exterior signs please visit <http://www.fpd.buffalo.edu/forms/signform/signform.htm> . Thank you.

106 Fargo Quad Buffalo, New York 14261-0050
Tel: (716) 645-2072 Fax: (716) 645-3799 Web: www.apb.buffalo.edu/space