

**UAF Facilities Services
Permanent Sign Standards
April 2026**

UNIVERSITY OF ALASKA FAIRBANKS
FACILITIES SERVICES SIGN STANDARDS
UAF/FS Division of Design and Construction
April 2026

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University of Alaska Fairbanks

The University of Alaska Fairbanks (UAF) encompasses 2,600 acres and includes an assortment of roads, parking lots, sidewalks, and buildings that have been developed since the early 1920s.

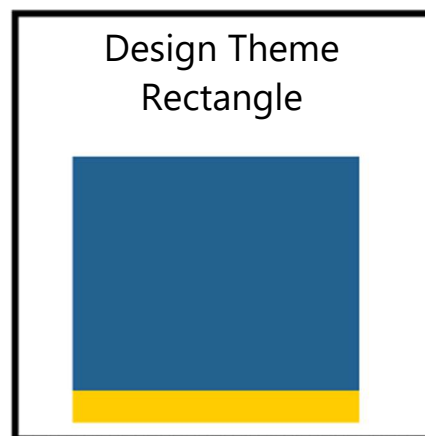
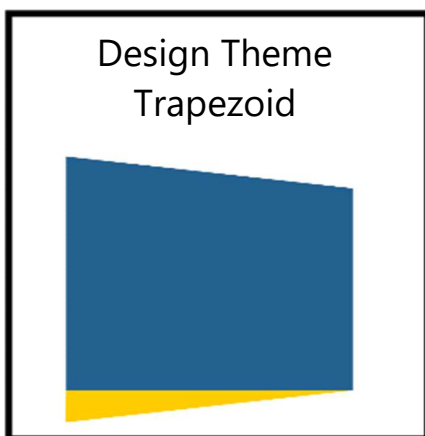
The combination of all sign types comprises a coordinated directional “system” designed to assist visitors, faculty, staff, and students. The coordinated system uses a common design theme (depicted to the right) to direct individuals to their desired location.

The sign standards described in this document are intended to be a repeatable system that reinforces campus identity, complements the campus, assists first-time visitors, and makes wayfinding a pleasant experience.

All permanent interior and exterior university signage shall conform to the specific standards outlined in this document and those referenced. Temporary signage, banners, and flags, are not part of this standard. Any exterior signage change or addition may require the approval of the Master Planning Committee (MPC). Any deviation from the standard shall be reviewed by UAF Facilities Services Division of Design and Construction (DDC) before implementation. Implementation and maintenance of the sign system will be the responsibility of the UAF Facilities Services.

This signage plan encourages and embraces the following principles:

- Develop long-term, comprehensive solutions
- Implement clear and consistent messaging



Typography

UAF Typography is managed and maintained by University Relations. Always consult with University Relations to obtain the most current fonts. With the exception of Arial, which is specified for locations that require ADA tactile lettering. Barlow is the basis of design for all exterior signs unless noted elsewhere in this standard. Helvetica Medium is the basis of design for building mounted lettering.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Regular

Bold

Barlow

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Medium

Color Palette

UAF Color Palette are managed and maintained by University Relations. Always consult with University Relations to obtain the most current color palette. This section contains the primary colors of the UAF Color Palette and the current material colors used by the UAF Facilities Services Sign Shop for interior signs.

Primary Colors

PMS 647 CMYK: 96/54/5/27 RGB: 35/97/146 HEX: #236192	PMS 116 CMYK: 0/14/100/0 RGB: 255/205/0 HEX: #FFCD00	WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF
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Interior Sign Material Colors

Sign Material Color: JOHNSONPLASTICS PLUS - BLUE ITEM #: **1501*_*_*_*	Sign Material Color: JOHNSONPLASTICS PLUS - YELLOW ITEM #: **1701*_*_*_*
--	--

Location Specific Sign Material Colors

Sign Material Color: JOHNSONPLASTICS PLUS - BURGUNDY ITEM #: **1602*_*_*_*	Sign Material Color: JOHNSONPLASTICS PLUS - WHITE ITEM #: **1201*_*_*_*	Sign Material Color: JOHNSONPLASTICS PLUS - SILVER GREY ITEM #: **1308*_*_*_*
--	---	---

Museum of the North

Butrovich
Museum of the North

Margaret Murie Life Sciences
Usibelli

Pictograms

Pictograms being used for the purpose of meeting any code and/or Authority Having Jurisdiction requirements shall be of the size, font, and characteristics of the code being applied. Such as Class 2 Braille meeting ADA Standards for Accessible Design being required on signage with tactile lettering. The repository of currently used pictogram signage is maintained by the UAF Facilities Services Sign Shop. When specifying a new pictogram sign, the new sign selection should go through the following steps:

- Search for any code mandated signage; signs could come from a variety of sources such as the ADA Standards for Accessible Design or the International Building Code to name a couple.
- If it is equipment-related, look into if there is any manufacturer published signage.
- If it is a public-facing function, search for a published standard sign; ISO 7001 and ISO 7010 are examples of general public signage standards but there are others.



Campus Gateway Signs

Campus gateway signs serve as the primary visual marker of entry, creating a strong first impression and clearly identifying the campus to visitors. These signs prominently incorporate the official campus logo and are designed to reflect institutional identity and character. Constructed of durable, high-quality materials with dimensional elements, they are more substantial and architecturally expressive than standard wayfinding signage. This section will need to be developed during a future project.



*Concept image: Not officially approved

Campus Arrival Signs

Campus arrival signs serve to welcome visitors to the University of Alaska Fairbanks. They feature prominent elements of campus identity including the university logo, primary colors, and the full name of the campus, which includes the name of the ridge that it is built on, Troth Yeddha'.



Size

To be determined by DDC based on factors including the message size and the type and speed limit of the road the sign is on.

Materials

Plexiglass panels with applied graphics and LED backlighting, on top of a concrete base. Could have electronic display between sign and base.

Theme

White and gold rectangle, with blue graphics and lettering, on top of a concrete base.

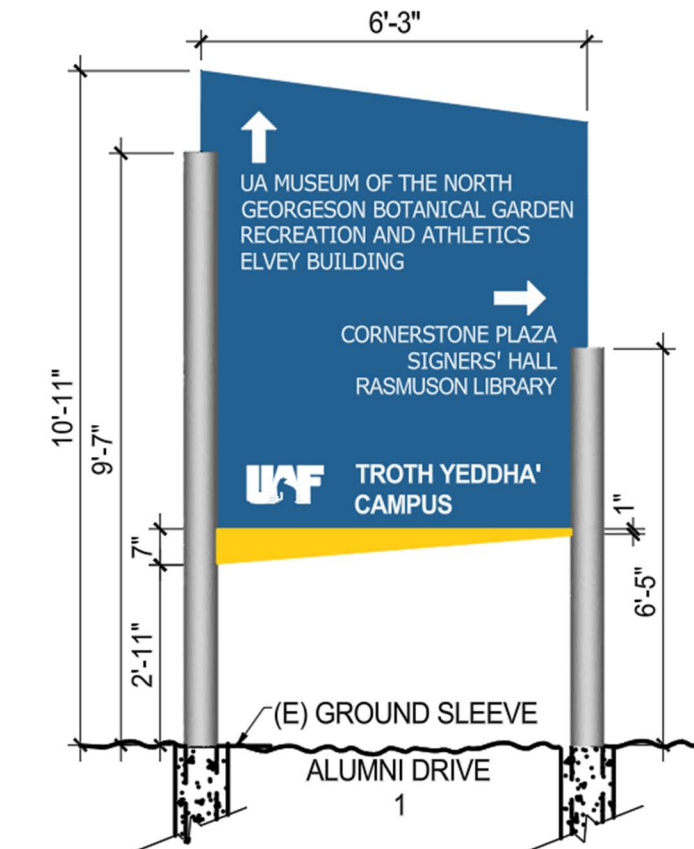
Placement

Located at major entrances to campus, formally welcoming people to campus.



Directional (Wayfinding)

Wayfinding signage should be thought of from the perspective of having never been to campus. Generalize some areas like Housing or Recreation, while naming buildings that are points of interest such as Elvey, Signers' Hall, or Rasmuson.



Size

6'3" x 8'

Materials

Fabricated aluminum monolith with reflective vinyl lettering and round stainless steel posts.

Theme

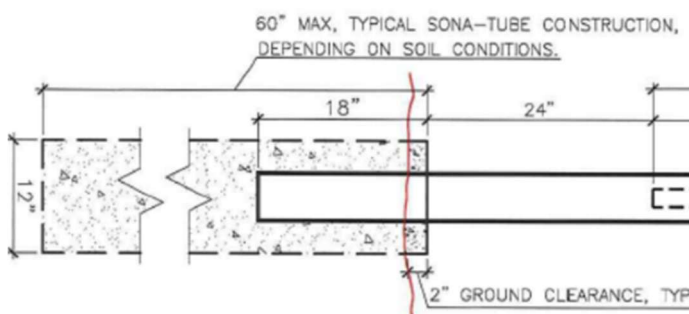
Blue and gold trapezoid, with white letters, mounted on stainless steel posts.

Placement

Located along main roads providing directions to major campus features.

Specifications

- 1³/₄" painted aluminum square tube frame
- 1/8" painted aluminum faces
- Reflective vinyl lettering
- 5" T304 steel pipe with natural satin finish
- 12" diameter footing (referenced below)



Designing outdoor signs

Font size: General guide is 1 inch per 10 feet of distance. This means that to have maximum impact, a sign read from 100 feet away should have 10 inch letters.

White space: Defined as space on sign with no lettering, recommended white space on a properly designed sign should be 30-40%.

Street Identification



All materials and workmanship used in sign manufacture are to meet the currently adopted U.S. Department of Transportation Manual on Uniform Traffic Control Devices (MUTCD)

Size

6" tall for roads up to 25 MPH
9" tall for roads up to 40 MPH

Materials

Aluminum sign panels, with square-tube sign post painted brown and aluminum hardware.

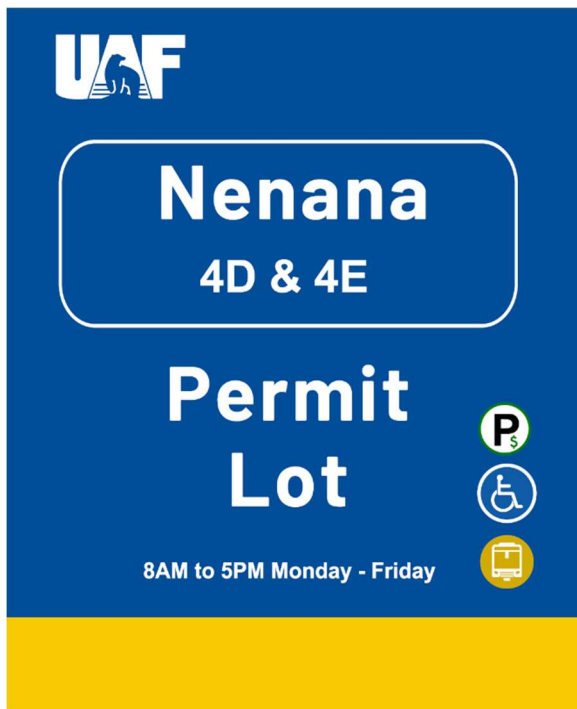
Theme

Blue and gold trapezoid, with white lettering.

Placement

Only for use on roads exclusively maintained by UAF. Determined by DDC in accordance with the MUTCD.

Parking Lot Identification



Size

4'3" x 6' x 1/8"

Materials

Fabricated aluminum sheet, with white reflective lettering, and square tube sign posts painted brown.

Theme

Blue and gold rectangle, with white letters, location specific services' standard symbols, and attached to brown sign posts.

Placement

At the entry to parking lots.

Parking Lot Pictograms

The black P with green ring and dollar sign is used to indicate the availability of paid metered parking.



The blue and white wheelchair is used to indicate the availability of ADA accessible parking spaces.

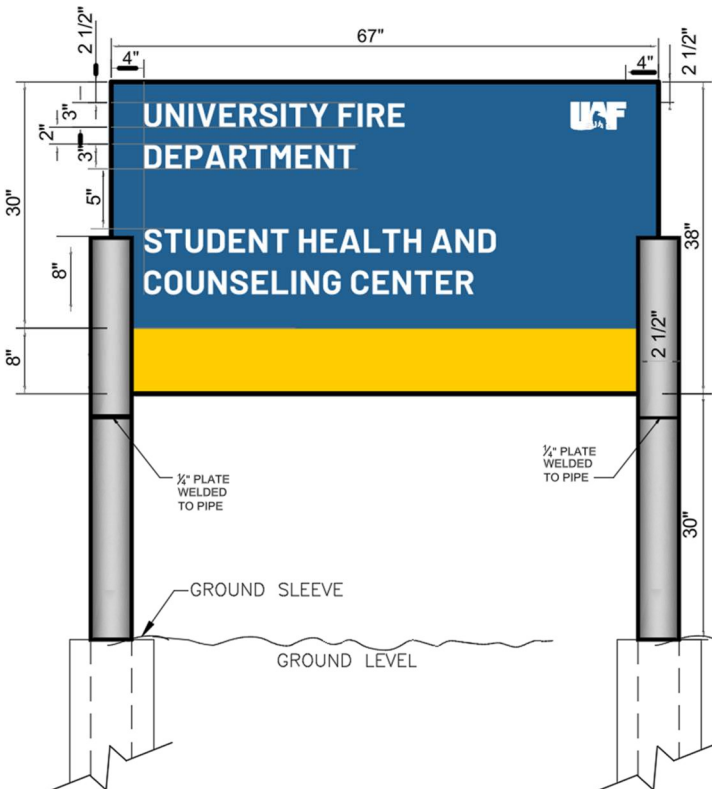


The yellow and white bus indicates that the lot is part of the UAF shuttle network.



Building Function

Building function signs designate key student facing functions. These will be limited to those such as Fire, Police, the Health Center, Registration, Admissions, and Financial Aid.



Size

To be determined by DDC based on factors including the message size and the type and speed limit of the road the sign is on.

Materials

Fabricated aluminum sheet with reflective white lettering and round stainless steel posts.

Theme

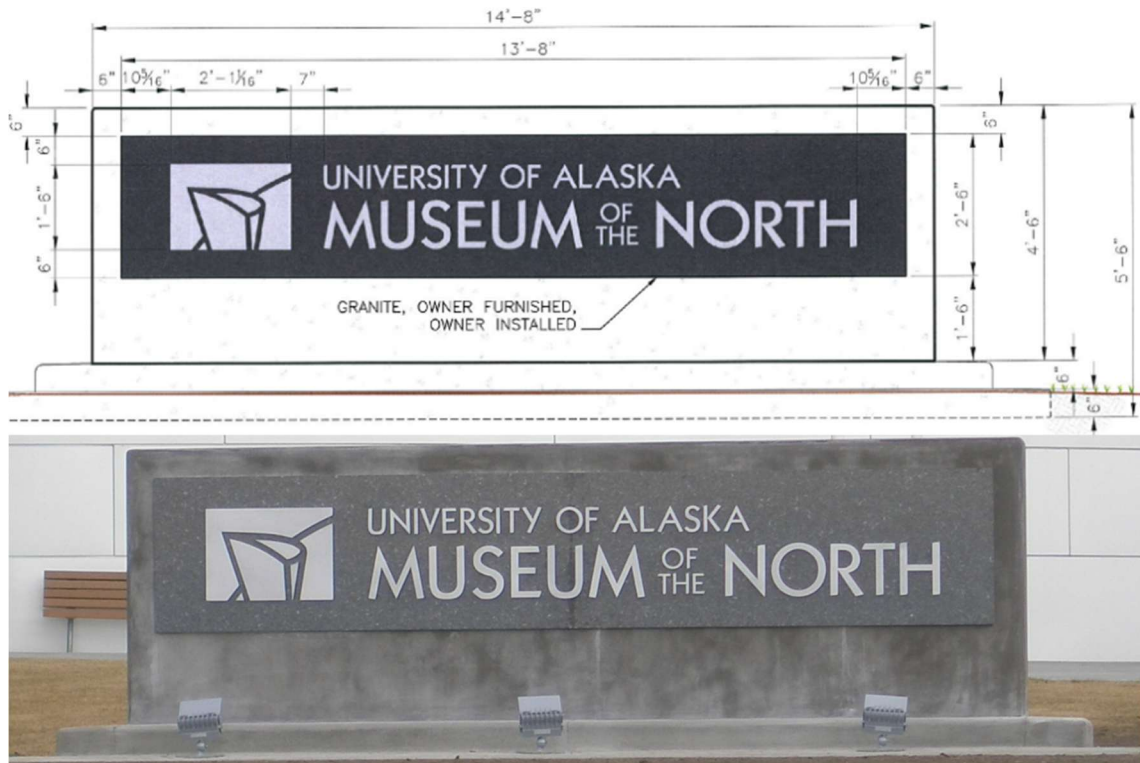
Blue rectangle with yellow stripe, white lettering, mounted on stainless steel posts.

Placement

In front of buildings housing key student facing functions.

Monuments

Monuments are a unique sign type used on the UAF campus. These signs require extra design considerations that include the review of the building theme, sign location, material, and other architectural considerations. Each monument will require the approval of the Master Planning Committee.



Exterior Identification Lettering

Building Identification lettering will contain the full building name as approved by the Board of Regents. Any alterations to that name must have prior approval from the UAF Chancellor. Buildings and locations with functional names will not receive formal lettering until the official name is assigned.



Size

Varies: 6" to 12", or DDC approved custom size
Font: Helvetica Medium



Materials

Flat-faced bronze with brushed finish or clear-anodized brushed finish aluminum raised dimensional letters. Dark Anodized Bronze may also be used when the building or adjacent buildings have a similar finish.



Theme

Individual raised letters mounted to the building, or alternate design approved by DDC.

Placement

On a prominent face of the building, to be determined by DDC.



Community Campus/Remote Research Site

Remote sites often have factors that preclude the use of ground mounted building identification signs, such as soil conditions or location availability. To accommodate those sites, this sign was designed to be affixed to a building to ensure clear identification is still prioritized.



Size

4'8" x 2'8" x 1/8"

Materials

Fabricated aluminum sheet with reflective white and retroreflective black vinyl lettering.

Theme

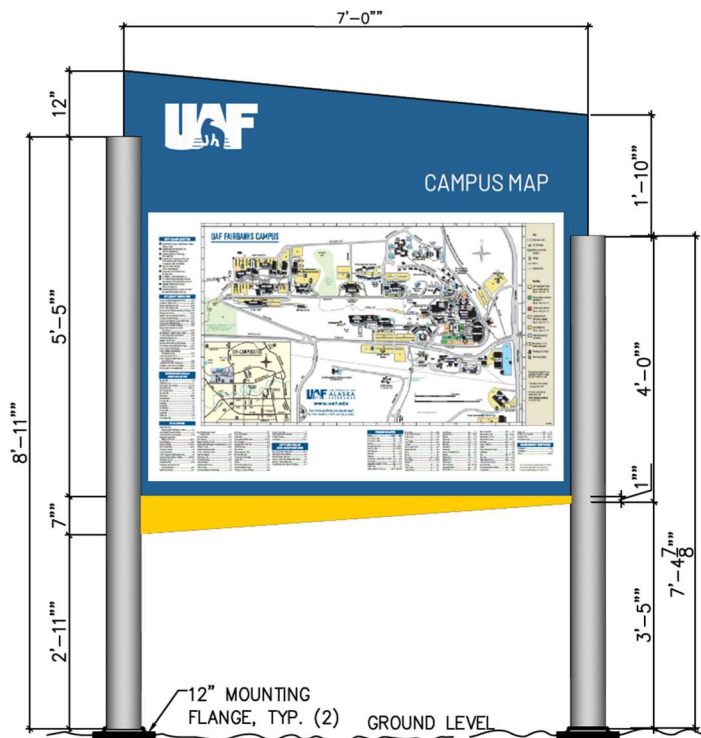
Blue rectangle with yellow stripe, white lettering limited to building identification, and directly attached to building.

Placement

At the prominent entrance or face of building, determined by DDC.

Campus Map

Campus Map signs are designed to help pedestrians navigate the walkways throughout campus grounds and are used as a supplemental tool to guide pedestrians to their ultimate destination. The sign structure is governed by this standard but the map and its contents are managed by University Relations.



Size

Varies

Materials

Fabricated aluminum monolith, with reflective vinyl lettering, and round stainless steel posts.

Theme

Blue and gold trapezoid, with white letters, mounted on stainless steel posts.

Placement

Determined by DDC.

North Campus

The North Campus area of UAF is a unique and valuable resource for the University. North Campus consists of approximately 1,100 acres of largely forested land on the north-to-northwest side of campus. This area is used for winter, summer, and research activities. To get more information about North Campus their website is located at the bottom of this page. To accommodate the vast area and possible uses, there is a dedicated North Campus Sign Standard that can be accessed by contacting the North Campus Manager. More information can be found at www.uaf.edu/fs/north-campus.php

Interior Identification Lettering



Size

Varies: 4" to 6", or DDC-approved custom size
Font: Helvetica Medium



Materials

Flat-faced bronze with brushed finish or clear-anodized brushed finish aluminum raised dimensional letters. Dark Anodized Bronze may also be used when the building or adjacent buildings have a similar finish.



Theme

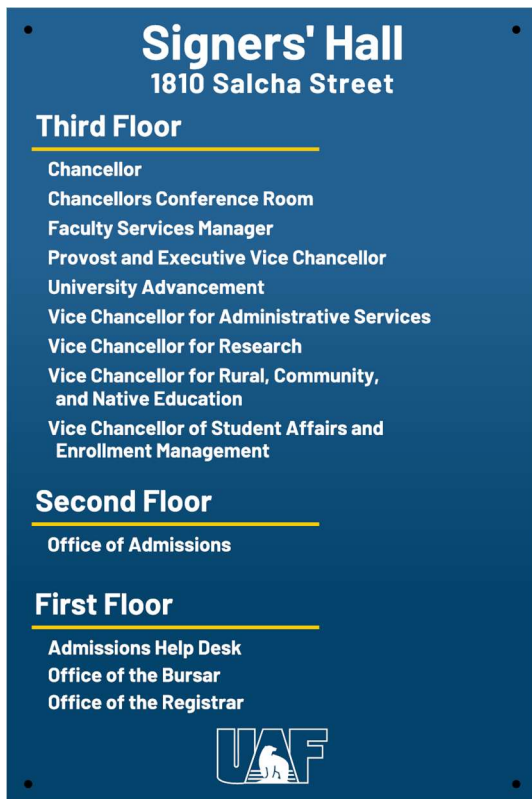
Individual raised letters mounted to the building, or alternate design approved by DDC.



Placement

At entrance to named location, determined by DDC.

Building Directories



Size

24" x 36"

Materials

Printed paper inserts in between two-piece plexiglass display panel, mounted on tamper-proof metal standoffs that match existing finishes.

Theme

Blue rectangle with white lettering, placed in clear housing. Other designs and features may be approved based on differences in building styling and use, for instance the use of the A-Bear logo in buildings containing UAF Athletics.

Placement

On ground floor(s), in main building lobbies, or other prominent location(s).

Floor Directories



Signers' Hall	
Third Floor	
Faculty Services Manager	301
Vice Chancellor for Rural, Community, and Native Education	302
Vice Chancellor of Student Affairs and Enrollment Management	303
Provost and Executive Vice Chancellor	310
Vice Chancellor for Research	312
Chancellor	316
Vice Chancellor for Administrative Services	325
University Advancement	327
Chancellors Conference Room	330

Size

24" x 24"

Materials

Printed paper inserts in between two-piece plexiglass display panel, mounted on tamper-proof metal standoffs that match existing finishes.

Theme

Blue rectangle with white lettering, placed in clear housing.

Placement

In elevator or stairwell lobbies.

Blade



Size

8" x 16"

Materials

Plastic sign, mounted to the wall with metal bracket.

Theme

Blue and gold trapezoid, with white lettering at ADA Standards for Accessible Design mandated size. Sign readability will impose character limits.

Placement

Centered above doors at 90" above finished floor or at a minimum of 80" for overhead clearance.

Department



Size

8" x 8" or 10" x 10"

Materials

Exchangeable plastic insert in permanent plastic frame.

Theme

Blue and gold trapezoid insert in black housing, with raised white tactile lettering and Class 2 Braille meeting ADA Standards for Accessible Design. Sign readability will impose character limits.

Placement

Centered 9" from the latch side of the door and with the base of the highest tactile character at a maximum of 60" above finished floor.

Offices



Size

8" x 8"

Materials

Exchangeable plastic inserts in permanent plastic frame.

Theme

Blue and gold trapezoid insert in square black housing, with raised white tactile lettering and Class 2 Braille meeting ADA Standards for Accessible Design, with separate name plate containing occupants first initial and last name. Sign readability will impose character limits.

Placement

Centered 9" from the latch side of the door and with the base of the highest tactile character at a maximum of 60" above finished floor.

Classroom/Lab/Conference Room/Storage



Size

4" x 8"

Materials

Exchangeable plastic insert in permanent plastic frame.

Theme

Blue and gold trapezoid insert in square black housing, with raised white tactile lettering and Class 2 Braille meeting ADA Standards for Accessible Design. Sign readability will impose character limits.

Placement

Centered 9" from the latch side of the door and with the base of the highest tactile character at a maximum of 60" above finished floor.

Utility/Janitorial/Communications/Mechanical



Size

6" x 6"

Materials

Exchangeable plastic insert in permanent plastic frame.

Theme

Blue square insert in square black housing, with raised white tactile lettering and Class 2 Braille meeting ADA Standards for Accessible Design.

Placement

Centered 9" from the latch side of the door and with the base of the highest tactile character at a maximum of 60" above finished floor.

Emergency Signage

Emergency response signage is produced by UAF Environmental, Health, Safety, and Risk Management (EHSRM). These signs are used as a quick reference for a wide range of possible scenarios and the possible actions that can be taken.

EMERGENCY RESPONSE GUIDE
In an emergency, call 911

EVACUATION PROCEDURES

- Leave using the nearest exit and close the door.
- Do not use elevators.
- Take personal belongings (keys, purse, wallet, etc.).
- Follow directions given by emergency personnel.
- Assist people with disabilities.
- Go to your building's predetermined meeting location, and stay there until given further instructions.

FIRE

- Pull the nearest fire alarm and call 911.
- Evacuate the building, go to your predetermined meeting location, and count your team members. Stay there until all members are accounted for.
- Tell emergency personnel if someone is in the building.
- Do not enter the building until emergency personnel say it is safe to do so.

VIOLENT INTRUDER

- **Run:** If you can, escape to a safe location.
- **Hide/barricade:** If you can't run, find a place to hide and/or barricade. Silence cell phones, lock and block doors, turn off lights.
- **Fight:** As a last resort, if your life is in danger, use any available objects as weapons to distract, disarm, disable and overcome the intruder.
- **Assess:** Look for ways to improve your situation. For example, if you are hiding and it is now safe to run, do so.
- **Call 911:** If it's safe to do so, call police and give them as much information as possible.

EARTHQUAKE

- Move away from glass windows and doors.
- **Duck** under a table or desk or get along an inside wall — not in a doorway.
- Stay under **cover** and **hold on** until the shaking stops.
- After the shaking stops, check yourself and others for injuries, and move toward the nearest exit.
- Evacuate the building.

SUSPICIOUS PERSON

- It's OK to inquire if you can provide assistance, but do not physically confront the person.
- Do not let anyone into a locked building or office.
- Do not block the person's access to an exit or attempt to restrain him or her.
- Call 911. Provide as much information as possible about the person and direction of travel. If you see a vehicle, license plate numbers are extremely helpful.

EXTREME WEATHER

- Every effort is made to keep the university open during extreme weather.
- Monitor local television, radio stations and social media for announcements.
- Visit <http://uafalert.alaska.edu> for updates.

MEDICAL EMERGENCIES

CALL 911

Cardiac arrest

- Assess the scene for danger (electrical causes, etc.).
- Start hands-only CPR and don't stop.
- Send someone for an automated external defibrillator.

Bleeding

- Apply firm, direct pressure to the wound with a clean cloth. Elevate if possible.
- Immobilize the body part.
- Keep the person as comfortable as possible.

Burns

- Remove the source of the burn unless the source is electrical.
- If safe to do so, flush the area with cold water.
- Do not apply dressings, creams or lotions.

SHELTER IN PLACE

- Close and lock all windows and doors.
- Depending on the situation, take cover behind or beneath a sturdy object.
- Stay put, and wait for instructions.

INFORMATION

Where to find information during an emergency

- UAF on Alert: <http://uafalert.alaska.edu>
- Facebook and Twitter: @uafairbanks

Non-emergency contacts

- UAF Police Department: 474-7721
- Facilities Services Dispatch: 474-7000

MEDIA INQUIRIES

- Refer reporters to the incident public information officer or a University Relations representative.
- Visit www.uaf.edu/universityrelations/ for contact information or email uaf-news@alaska.edu.

Size

8½" x 11"

Materials

Printed paper inserts in plexiglass displays.

Theme

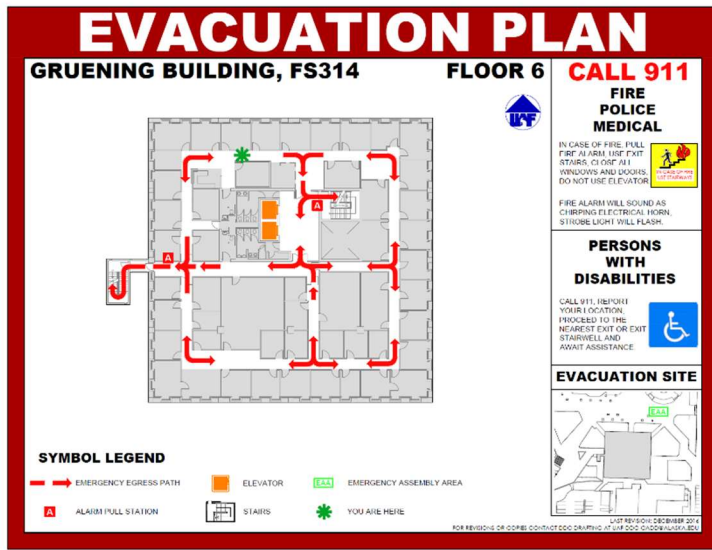
Designed by EHSRM.

Placement

Prominent locations, determined by EHSRM and DDC.

Evacuation Signage

Evacuation plans are created by UAF DDC in an effort to provide directions to the nearest exit from the specified location.



Size

8 1/2" x 11"

Materials

Printed paper inserts in plexiglass displays.

Theme

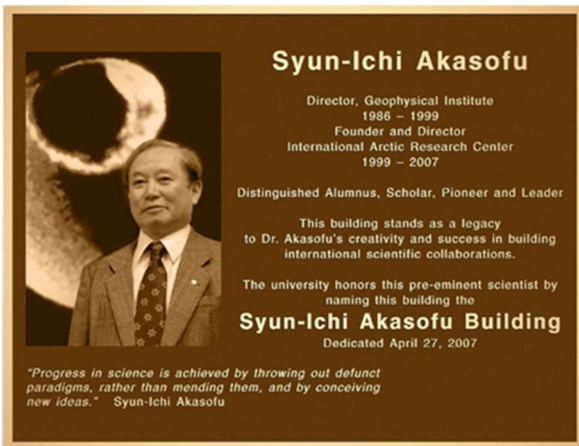
Specific to location. Common themes include a red border, floorplan with direction arrows, and tiles with additional information.

Placement

Prominent locations throughout the building, determined by UAF's Emergency Manager and DDC.

Building Dedications

While buildings, rooms, and locations may be given functional names for identification, dedications fall under the Board of Regents' purview. It is only through the BOR's process and decision that a building or space will get its formal name. For a complete view of the Board of Regents' policy on formal naming of campus facilities and infrastructure, reference P05.12.090 at www.alaska.edu/bor/policy-regulations/.



Size

24" x 36", may vary based on location and wording.

Materials

Forged bronze with concealed fasteners.

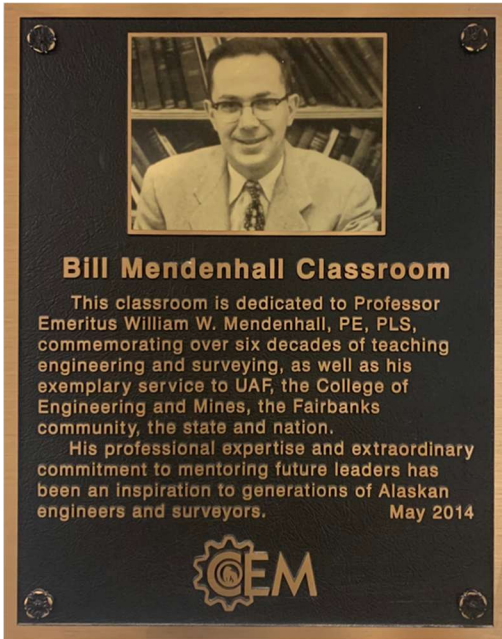
Theme

Designed by DDC, University Relations, and the building naming committee, with final approval by UAF Leadership.

Placement

Prominent locations, determined by DDC.

Classroom and Lab Dedications



Size

18" x 18", may vary based on location and wording.

Materials

Forged bronze

Theme

Designed by DDC, University Relations, and the building naming committee, with final approval by UAF Leadership.

Placement

Prominent locations, determined by DDC.

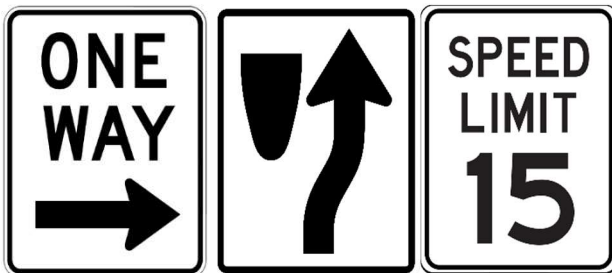
These signs denote regulations and restrictions designed to follow standards which are governed by federal and state highway guidelines. Traffic-controlling signage on UAF is governed by the UAF Fire Chief and Chief of Police with guidance from a licensed Civil Engineer with practice in traffic design. All regulatory signs must adhere to the standards set forth by the U.S. Department of Transportation in the *Manual on Uniform Traffic Control Devices for Streets and Highways* (MUTCD). For additional information visit mutcd.fhwa.dot.gov/

Right-of-Way



Typical:
24" standard
Red reflective background
White reflective graphics

Speed and Movement



Typical:
18" x 24" standard
White reflective background
Black graphics

Cautionary and Movement



Typical:
24" x 24" standard
Yellow reflective background
Black graphics

Parking



Typical:

12" x 18" standard
Various colors and messages

Americans with Disabilities Act



Typical:

12" x 18" standard
6" x 12" standard (Van Accessible)
White reflective background
Green lettering with blue graphics