

Interior Signage Standards

Facilities Services (FS) and the Office of Communications and Marketing (OCM) work together to review and approve all requests to install permanent and semi-permanent interior signage on campus—including directional and identifying signage, decorative graphics, and vinyl wall coverings. Approval is not required for framed artwork, canvas prints, awards, temporary informational signs, etc.



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

Logos, Fonts, and Colors

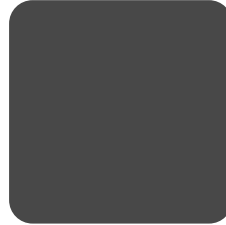
Only official university-issued logos, brand fonts, and the three primary brand colors—UT Orange, Smokey Gray, and white—are to be used on university signage.

Note: The main university logo should not be used on hand dryers, paper towel or toilet paper dispensers, or bottle fillers.

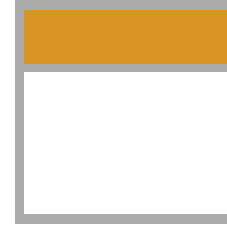
Directional and Identification Sign Families

There are three signage families to choose from for building directories, door identification signs, and nameplates—**Basic**, **Framed**, and **Elevated Planes**.

OCM and FS review each signage request with the client and select the most appropriate option, taking into consideration both budget requirements and current building signage. All sign families are ADA compliant.



Basic



Framed



Elevated Planes

1. BASIC SIGN FAMILY

- clean and simple
- supplied and installed by FS
- most economical price point
- fastest install time

Basic Sign Samples and Sizes

The 10"x10" size is appropriate for the entry into a suite of rooms or a room with larger occupancy, such as a large classroom or conference room. The 8"x8" size is used for rooms opening on to a corridor. The 6"x6" size is used for rooms within a suite. The smallest size, 4"x2", is used for service and utility spaces.



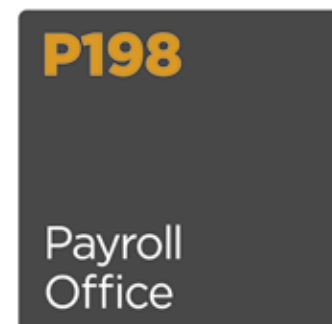
10"x10"



8"x8"



4"x2"



6"x6"

Department Entry Signs

The unit shortcut logo is used on department entry signs; the full unit logo is not allowed. These signs are typically made out of clear or frosted acrylic and silver metal panels that stand off from the wall. Smokey vinyl is used for the department name and plastic UT Orange and white comprise the Power T icon block.



Directory Signage

Directories are most often placed in building entries, lobbies, and elevators. The most common sizes for directories are 11"x17" and 24"x36". **Logos are not used on directory signage;** individual names should only be used on printable paper insert directories. The building representative is responsible for updating the paper directories; FS will update other types of directories by request.

Rooms 1-101 - 1-164	
Academic English as a Foreign Language	1-148
Accounting	1-129A
Business Administration	1-129B
Business Office	1-159
Cashier	1-159C
Center for the Global Learner	1-148
College and Career Readiness	1-103
Continuing Education for Non-Native English Speakers	1-148
Foundation and Alumni Affairs	1-154
English as a Second Language (ESL)	1-148
Gateway to College Program	1-121
Grant Development	1-147B
Human Resources	1-160
Information Technology Services	1-164
International Student Services	1-148
Opticianry	1-143
	1-135A
Print Shop	1-132
Translation / Interpretation Programs	1-148

(Printable Insert)

ANDY HOLT TOWER	
Directory	
8	Office of the Chancellor Senior Vice Chancellor for Finance & Administration Vice Chancellor for Communications & Marketing
6	Vice Chancellor for Advancement
5	Provost & Senior Vice Chancellor
4	Vice Chancellor for Diversity & Engagement Budget & Finance
3	Circle Park Connector Bridge
1	Surface Parking
P2	Quick Scan Center Shared Services Parking Garage
P1	UT System Payroll WUTK Radio Station Parking Garage

NOTE:
Logos are not used on directory signage

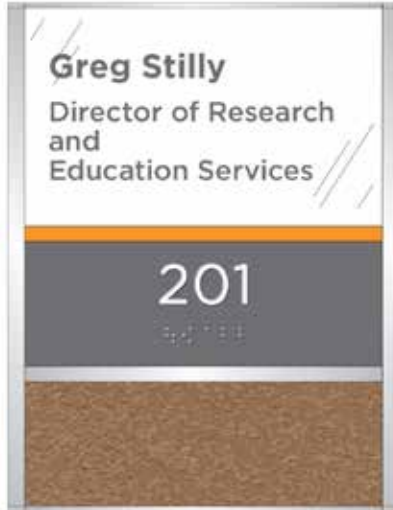
2. FRAMED SIGN FAMILY

- multiple directory options
- flexible (printable paper inserts for easy change)
- provided by on-contract vendor
- longer install time than Basic sign family

**Room name & number
with occupancy indicator**



**Room name & number
with optional tackboard**



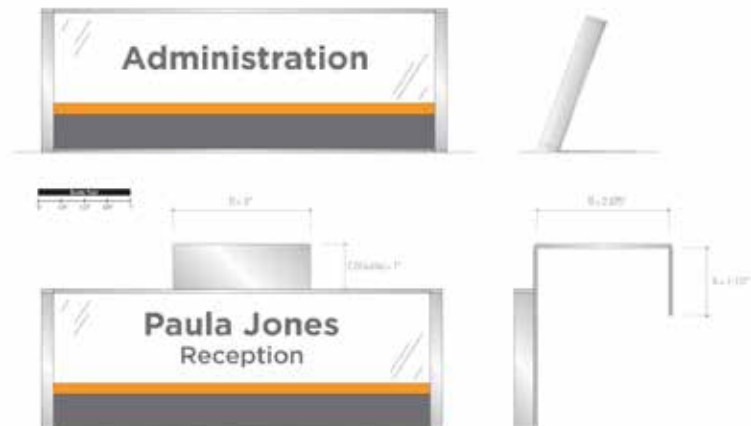
**Room name & number
with optional sheet clip**



Directory

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Academic English as a Foreign Language	1-148
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Business Office	1-159
Cashier	1-159C
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Human Resources	1-160
Information Technology Services	1-164
International Student Services	1-148
Opticianry	1-143
Paralegal Technology	1-135A
Print Shop	1-122
Translation / Interpretation Programs	1-148

Nameplates (desktop or hung from partition)



3. ELEVATED PLANES SIGN FAMILY

- modern aesthetic and more visually prominent
- multiple directory options
- flexible (printable paper inserts for easy change)
- provided by on-contract vendor
- longer install time than Basic sign family

Room name & number

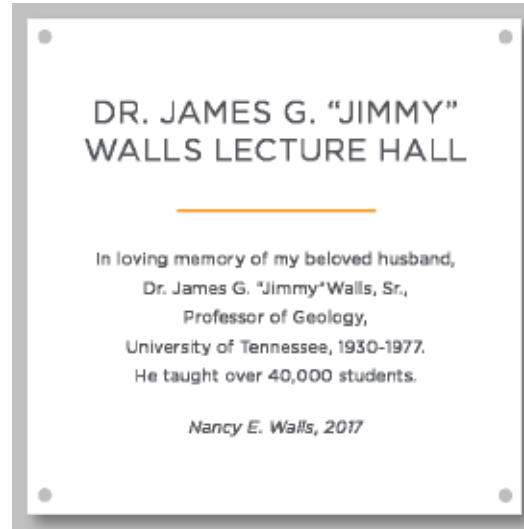
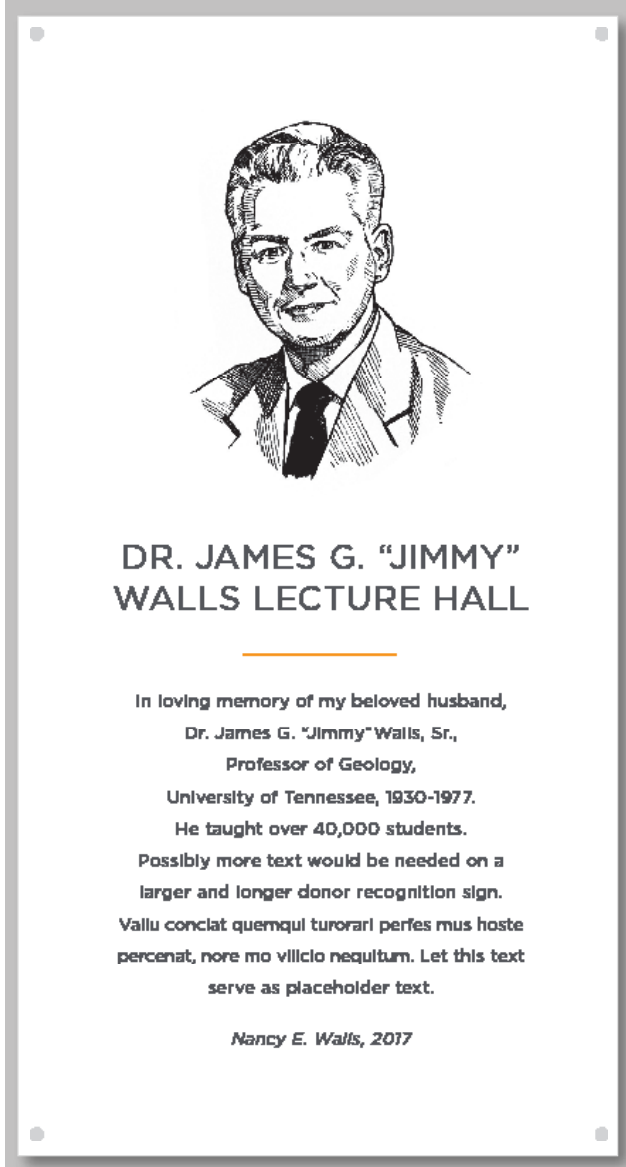


Room name & number with occupant's name and title



Donor Recognition Signage

All donor recognition signage must be approved by the Office of Stewardship and Donor Relations in conjunction with OCM and FS. Most donor signage is constructed similarly to the department entry sign type using an acrylic stand-off panel and metal base. Donor signage varies in format and size so it's extremely important to work closely with Advancement, OCM, and FS to ensure its compliance with established guidelines.



Questions? Need assistance?

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