Spectrum Health Signage Standards

Door and Window Signage
Destination and Information Standards
Spectrum Health | Signage Standards

Vinyl Sizes

Sizing schematic shown at 70% of actual size

- **Spectrum Health**
  - Height: 21\(\frac{1}{8}\)" (±)
  - x-height enlarged 110%
  - Leading = 216 pts
  - x-height enlarged 110%

- **Destination**
  - Height: 19\(\frac{1}{8}\)" (±)
  - x-height enlarged 110%
  - Leading = 216 pts
  - x-height enlarged 110%

- **Primary Information**
  - Height: 17\(\frac{5}{6}\)"
  - x-height enlarged 110%
  - Leading = 149.7 pts
  - x-height enlarged 110%

- **Secondary Information**
  - Height: 15\(\frac{5}{6}\)"
  - x-height enlarged 110%
  - Leading = 133.5 pts
  - x-height enlarged 110%

Revised October 2016
Spectrum Health Signage Standards | Destination

Spectrum Health logotype = 21½” wide (±)
“M” = 1⅛” high
Symbol = 4⅛” high (±)

Destination text
“B” (building) = 1⅝” high (±)
“i” vertical stroke = 1⅛” high

Note:
Door vinyls are positioned 60” from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 “M” spaces above the interruption.

Example from Reed City Professional Building

Example from 221 North Michigan Office Building
Spectrum Health logotype = 21\(\frac{7}{8}\)" wide (±)

"M" = 1\(\frac{3}{8}\)" high
Symbol = 4\(\frac{3}{4}\)" high (±)

Destination text
"H'(uman) = 1\(\frac{1}{8}\)" high (±)
"r" vertical stroke = 1\(\frac{1}{2}\)" high

Information text
"H'(ours) = 15\(\frac{1}{16}\)" high (±)
12 p.m. is spelled out as "Noon"

Note:
Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.
Spectrum Health Signage Standards

Site-Specific Destination with Secondary Information

Spectrum Health logotype = 21¼” wide (±)

"M" = 1.33” high
Symbol = 4” high (±)

Destination text
"C"(onvenient) = 2.04” high (±)
"i" vertical stroke = 1¾” high

Information text
"H"(ours) = 7¾” high (±) high;
12 p.m. is spelled out as “Noon”

“Weapon Free Facility” = Whitney Semibold
(all other text remains in Whitney Medium)

Note:
“For the safety of our patients” text is placed 2½” below
the interruption.
Spectrum Health Signage Standards | Destination with Primary and Secondary Information

Spectrum Health logotype = 21⅝" wide (±)
"M" = 1⅛" high
Symbol = 4⅛" high (±)

Information text
"P"(ersonnel) = 1⅛" high
"D"(oor) = 5⅛" high (±)

Note:
Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.
Spectrum Health Signage Standards | Destination with Secondary Information

Spectrum Health logotype = 21\frac{1}{8}" wide (±)
"M" = 3\frac{1}{4}" high
Symbol = 4\frac{1}{4}" high (±)

Information text
"H"(ours) = 4\frac{3}{4}" high (±)

Disabled symbol = 5" high
Automatic Door = 4\frac{1}{2}

Doctors’ names = Whitney Semibold
(comma and credentials remain in Whitney Medium)

Note:
Door vinyls are positioned 60° from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.

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SPECTRUM HEALTH

Office Hours: Monday – Friday
Monday – Friday
8 a.m. – 12:15 p.m.
1 p.m. – 4:30 p.m.

Patient Care Hours: Monday – Friday
After Hours Call
9 a.m. – 4:30 p.m. 796.5551

equals opposite door
align base of type
center vinyl at 60°

Note:
Door vinyls are positioned 60° from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.
A minimum margin of 2½” must be maintained at both sides of the decal.

When a glass panel is too narrow to allow these margins, the logotype and text should be re-sized and centered on the glass panel to allow the minimum of 2½” on either side.

Note:
“For the safety of our patients” is in four lines rather than three (see page 5) to accommodate the narrow sidelight. Although the logotype and copy on the 25½” door glass has been reduced to fit within the 2½” margin on each side, the copy “For the safety of our patients” remains in the standard size (approximately ½” capital “F”).
**Sign Specifications**

**Materials:**
Die-cut vinyl

**Colors:**
Black: Gerber Foil Black FCS-12 with Matte White Scotchcal 7725-20 letters
White: Matte White Scotchcal 7725-20 with letters weeded out (clear)

**Typographic Specifications**
64 pt Whitney Medium with -10 tracking
(approximately 0.613” “P” cap height)

**Placement varies depending on door and handle type.**
An example is shown at right.