Spectrum Health Exterior Signage Guidelines

Contents
1 Overview
2 Primary Directional/Informational
3 Secondary Directional/Informational
4 Destination
5 Exceptions/Departures
1 Overview

1.1 Sign Types
1.2 Typography
1.3 Installation
1.1 Sign Types

Primary Directional/Informational Pylon Sign

Secondary Directional/Informational Pylon Signs

Destination Monument Signs

Secondary Directional/Informational Post and Panel Sign

Destination Wall-Mounted Signs

Destination On-Building Signs

Spectrum Health Urgent Care
- Outpatient Rehabilitation
- Occupational Health
- Radiology
- Lab
- Family Practice
- Internal Medicine
- Obstetrics and Gynecology

Spectrum Health Pennock
- Main Entrance
- Physician Offices

Spectrum Health Reed City Hospital
- Emergency
- Outpatient Services
- Rehab and Nursing Center
- Inpatient Rehabilitation
- Long Term Care
- Emergency Parking

Spectrum Health Child Development Center
1697

Spectrum Health Reh and Nursing Center Inpatient Rehabilitation Long Term Care

Spectrum Health Meijer Heart Center

Spectrum Health Butterworth Hospital

Spectrum Health Big Rapids Hospital
The type fonts used for exterior signs are Whitney Medium and Whitney Semibold, with word spacing set at 70% minimum, 80% preferred, and 80% maximum.

Whitney Semibold is used only as a differentiator on signs demonstrating “co-location,” or more than one provider at a location. See section 2.4 for more examples.

The spaces between lines of type that are part of the same statement is equal to 110% of a lowercase “o.”

Use “and” unless the official department name contains an ampersand. Use a pipe character (“|”) flanked by spaces when two separate services are listed on one line. Often, “Lab” is paired with “Radiology.”

On signs with “Emergency,” Emergency is listed first, then all other services follow in alphabetical order. There are some exceptions, such as facilities with rehab and continuing care services, but this is the general rule.

Do not use hyphens unless the word is hyphenated. Use <space>en dash<space> as in the example shown.

---

**Whitney Medium**

Whitney Semibold

**Rehabilitation and Sports Medicine Services**

**Medical Group**

Family Medicine

Spectrum Health Hospitals

Lab

---

**SPECTRUM HEALTH Medical Group**

Family Medicine

Heart & Vascular

Lab | Radiology

Rehab and Sports Medicine

**SPECTRUM HEALTH United Hospital**

Emergency

Convenient Care

Hospital Entrance

Medical Office Building

---

**SPECTRUM HEALTH Pennock**

Family Medicine - Gun Lake

Lab | Radiology

Outpatient Rehabilitation

---

4868

12851
Monument Signs

The size and material of the pipe to be sunk into the ground will vary depending on the size of the sign.

Typical monument sign foundation by sign company.
Sign direct buried utilizing internal sign structure.

Augered or hand dug 16" diameter hole
2 Primary Directional/Informational

2.1 Overview
2.2 Hospital
2.3 Integrated Care Campus (ICC)
2.4 Medical Group

2.1 Overview
2.1.1 Panel Sizes
2.1.2 Panel Depths

2.2 Hospital
2.2.1 Structure
2.2.2 Structure with Emergency
2.2.3 Structure with Convenient Care
2.2.4 Full Height Examples

2.3 Integrated Care Campus (ICC)
2.3.1 Structure with Urgent Care
2.3.2 Full Height Structure

2.4 Co-Location (more than one SH provider at a location)
2.4.1 Structure
2.4.1 Full Height Examples

2.5 Multi-Tenant (location includes a non-SH tenant)
2.5.1 Full Height Examples
2.1.1 Panel Sizes

Exterior Signage | Primary Directional/Informational | Panel Sizes

- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = ½ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k, l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.

Colors
- Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
- Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
- Letterforms and arrows: Opaque white vinyl
- Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

• Panes are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• Lowercase “o” = ½ of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k, l) is equal to the space below the descenders (g, j, p, q and y).
• The “Arrow Box” is 85% of the height of the panel.

scale: 1” = 1’0”

4” high panel x 40” plus ½” reveals | 1” end panels
Occupational Health

6” high panel x 60” plus ½” reveals | 1½” end panels
Occupational Health

8” high panel x 80” plus ½” reveals | 1½” end panels
Occupational Health

10” high panel x 100” plus ½” reveals | 1½” end panels
Occupational Health

12” high panel x 120” plus ½” reveals | 2” end panels
Occupational Health

15” high panel x 150” plus ½” reveals | 2½” end panels
Occupational Health

April 24, 2014 changed spacing to match new 4-column format
Revised October 2016

Colors
- Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
- Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
- Letterforms and arrows: Opaque white vinyl
- Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• Lowercase “o” = 1⁄3 of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
• The “Arrow Box” is 85% of the height of the panel.

Colors
Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
The example illustrated below is a monument sign with 10” deep panels (a unit in these examples equals 10”).

Logotypes sit in a 3 unit high panel (30”).

The logotype is positioned one “M”-height above the 1” reveal (as indicated).

Space from the base of the “M” to the x-height of the site name is equal to “M”-height.

---

**Type Sizing**

- “M”-height of the logotype and the cap height of the “T” in the site name are equal (4.572”).
- The lower case “o” of the site name is equal to \( \frac{1}{3} \) of the panel depth (3.33”).
- The lower case “e” of the text within the panels matches the size of the “M” that is \( \frac{1}{3} \) of the panel depth (3.33”).

---

**Text** is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

---

**Alignment**

- The logotype and the panel text align 10” from the left reveal.

---

The example illustrated below is a monument sign with 10” deep panels (a unit in these examples equals 10”).

Logotypes sit in a 3 unit high panel (30”).

The logotype is positioned one “M”-height above the 1” reveal (as indicated).

Space from the base of the “M” to the x-height of the site name is equal to “M”-height.
The example illustrated below is a monument sign with 10" deep panels (a unit equals 10"").

- Logotype sits in a 3 unit high panel (30").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

**Type Sizing**

- "M"-height of the logotype and the cap height of the "H" in the site name are equal (4.572").
- The lower case "o" of the site name is equal to \( \frac{1}{3} \) of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is \( \frac{1}{3} \) of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- "Emergency" is sized so that the lower case "e" equals 40% of the panel depth (4").

**Arrows**

- The "Arrow Box" is 85% of the height of the panel (8.5").

**Alignment**

- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel.

**Scale**

- 1½" = 12" (10 units wide)
2.2.3  Structure with Convenient Care

Exterior Signage | Primary Directional/Informational | Hospital | Structure with Convenient Care

- The example illustrated below is a monument sign with 6" deep panels (a unit equals 6").
- Logotype sits in a 3 unit high panel (18").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- OPEN/CLOSED sign is 18” x 7” Signal-tech #5887 (TCL718GR-100)

Type Sizing
- "Convenient Care" is set in Whitney Semibold. All other type is Whitney Book.
- "M"-height of the logotype and the cap height of the "H" in the site name are equal (2.745”).
- The lower case “o” of the site name is equal to ¹⁄₃ of the panel depth (2”).
- The lower case “e” of the text within the panels matches the size of the "M" that is ¹⁄₃ of the panel depth (2”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment
- The logotype and the panel text align 4.5" from the left reveal.

Scale: 2½” = 12” (10 units wide)

SPECTRUM HEALTH
United Hospital

Convenient Care
Walk-in Clinic

Greenville Family Medicine

T ype Sizing
- "M"-height of the logotype and the cap height of the "H" in the site name are equal (2.745”).
- The lower case “o” of the site name is equal to ¹⁄₃ of the panel depth (2”).
- The lower case “e” of the text within the panels matches the size of the "M" that is ¹⁄₃ of the panel depth (2”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment
- The logotype and the panel text align 4.5" from the left reveal.
2.2.4 Full Height Examples

Exterior Signage | Primary Directional/Informational | Hospital | Full Height Examples

• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• The top panel (containing the logotype) is 3 units high.
• Lowercase “o” = ⅛ of panel height.
• Distance from left end of panel to beginning of text is generally equal to the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
• The “Arrow Box” is 85% of the height of the panel.

Colors
Cabinet and end panels: MP19911
Green band: MAP painted to match PMS 368
Red band: match Poppy Red Scotchcal 3630-143
Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face
• OPEN/CLOSED sign is 18” x 7” Signal-tech #5887 (TCL718GR-100)

Non-Illuminated Signs
Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: ½” = 12” (10 units wide)

SPECTRUM HEALTH
United Hospital

Pennock

↑ Main Entrance
← Physician Offices

Convenient Care
Walk-in Clinic
GREEN "OPEN"

Greenville Family Medicine
Obstetrics and Gynecology
Parking Lot K
Pediatrics

1202

Emergency

↑ Loading and Receiving
← Long Term Care
← Main Entrance
← Professional Center
← Surgery Center
• The example illustrated below is a monument sign with 10" deep panels (a unit in these examples equals 10”).
• Logotypes sits in a 2¼ unit high panel (22½”).
• The logotype is positioned one “M”-height above the 1” reveal (as indicated).
• Space from the base of the “M” to the x-height of the site name is equal to “M”-height.

Type Sizing
• “M”-height of the logotype and the cap height of the site name are equal (4.572”).
• The lower case “o” of the site name is equal to 1/3 of the panel depth (3.33”).
• The lower case “e” of the text within the panels matches the size of the “M” that is 1/3 of the panel depth (3.33”).
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
• “Urgent Care” is sized so that the lower case “e” equals 40% of the panel depth (4”).

Arrows
• The “Arrow Box” is 85% of the height of the panel (8.5”).

Alignment
• The logotype and the panel text align 10” from the left reveal.
• Arrow Boxes are aligned with the left edge of the panel.
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• The top panel (containing the logotype) is 2¼ units high.
• Lowercase “o” = ¼ of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

The “Arrow Box” is 85% of the height of the panel.

**Colors**
- Cabinet and end panels: MP19911
- Yellow band: match Sunflower Yellow Scotchcal 3630-25
- Arrow box: Process Blue Scotchcal 3630-337

**Illuminated Signs**
- Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face
- “Urgent Care”: Day/night dark gray Lexan, pushed through and flush to front of sign face

**Non-Illuminated Signs**
- Letterforms and arrows: Opaque white vinyl
- Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
- “Urgent Care”: Dark gray vinyl
• The example illustrated below is a monument sign with 12" deep panels (a unit in these examples equals 12").
• Logotypes sit in a 2½ unit high panel (27").
• The logotype is positioned one “M”-height above the 1” reveal (as indicated).
• Space from the base of the”M” to the x-height of the site name is equal to “M”-height.

**Type Sizing**
• “M”-height of the logotype and the cap height of the “T” in the site name are equal (5.578").
• The lower case “e” of the text within the panels matches the size of the “M” that is ¹⁄₃ of the panel depth (4").
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k, l) is equal to the space below the descenders (g, j, p, q, y).

**Alignment**
• The logotype and the panel text align 12” from the left reveal.
2.4.2 Full Height Examples

- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 2¼ units high.
- Lowercase “o” = ½ of panel height.
- Lowercase “e” in “Urgent Care” = 40% of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.

- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Colors**
- Cabinet and end panels: MP19911
- Yellow band: match Sunflower Yellow Scotchcal 3630-25

**Illuminated Signs**
- Logotype: Translucent White Lexan, pushed through and flush to front of sign face
- Providers (Whitney Semibold): Translucent White Lexan, pushed through and flush to front of sign face
- Services (Whitney Medium): Translucent milk white plex (#2447), pushed through and flush to front of sign face, with subsurface applied opaque white vinyl and diffuser (#3635-30)
- Address (Whitney Medium): Translucent White Lexan, pushed through and flush to front of sign face
- “Urgent Care”: Day/night dark gray Lexan, pushed through and flush to front of sign face

Scale: ½” = 12” (10 units wide)
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• Lowercase “o” = ½ of panel height.
• Lowercase “e” in “Urgent Care” = 40% of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Colors**
- Cabinet and end panels: MP19911
- Panels for non-Spectrum occupants: MP18149

**Illuminated Signs**
- Logotype: Translucent White Lexan, pushed through and flush to front of sign face
- Letterforms:
  - Providers (Whitney Semibold): Translucent White Lexan, pushed through and flush to front of sign face
  - Tenants (Whitney Medium): Translucent White Lexan, pushed through and flush to front of sign face
- Services on SH United Hospital example (Whitney Medium): Translucent White Lexan, pushed through and flush to front of sign face
- Services on co-location sign (Whitney Medium): Translucent milk white plex (#2447), pushed through and flush to front of sign face, with subsurface applied opaque white vinyl and diffuser (#3635-30)
- Address (Whitney Medium): Translucent White Lexan, pushed through and flush to front of sign face

Building owned by Kalamazoo Center (Spectrum Health Medical Group and Spectrum Health Hospitals are tenants)
scale: ½” = 12” (10 units wide)
3 Secondary Directional/Informational

3.1 Panel Sizes
3.2 Pylons
3.3 Post and Panel
Panels are generally 1 unit high and 8 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

Lowercase “o” = ¼ of panel height.

Distance from left end of panel to beginning of text is equal to the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

The “Arrow Box” is 85% of the height of the panel.

Colors

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
Panels having 2 lines of copy are generally 1.7 units high and 8 units wide. In instances where lines of text are longer, it is preferable to run text in 2 or even 3 lines, creating a deeper panel. The sign width may be increased in increments of 1 unit to accommodate longer text, but this results in a higher cost than does adding deeper panels, and so should be a last resort.

- Lowercase “o” = ¹⁄₃ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

The “Arrow Box” is 85% of the height of the panel.

Colors

Arrow box: Process Blue Scotchcal 3630-337

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

Note: 10” panels are illustrated here as examples. The same proportional scaling applies to all other panel heights.

Scale: 1” = 1’-0”
3.2.1 Hospital Structure

- Medical Group pylons follow the same guidelines as Hospital pylons
- The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").
- Logotype sits in a 2¼ unit high panel (22.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

**Type Sizing**
- "M"-height of the logotype and the cap height of the site name are equal to \( \frac{1}{3} \) of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is \( \frac{1}{3} \) of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Arrows**
- The "Arrow Box" is 85% of the height of the panel (8.5").

**Alignment**
- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

---

scale: 1½" = 12"

Spectrum Health Secondary Directional/Informational Monument Sign | Structure

The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").

Logotype sits in a 2¼ unit high panel (22.5").

The logotype is positioned one "M"-height above the 1" reveal (as indicated).

Type Sizing
- "M"-height of the logotype and the cap height of the site name are equal to \( \frac{1}{3} \) of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is \( \frac{1}{3} \) of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Arrows
- The "Arrow Box" is 85% of the height of the panel (8.5").

Alignment
- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

**SPECTRUM HEALTH**

Reed City Hospital

**Emergency**

**Main Entrance**

**Rehab and Nursing Center**
• Medical Group pylons follow the same guidelines as Hospital pylons
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• The top panel (containing the logotype) is 1¼ units high.
• Lowercase “o” = ⅓ of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
• The “Arrow Box” is 85% of the height of the panel.

Colors
Cabinet and end panels: MP19911
Red band: match Poppy Red Scotchcal 3630-143
Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face
Non-Illuminated Signs
Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
• Medical Group pylons follow the same guidelines as Hospital pylons
• The example illustrated below is a monument sign with 10" deep panels (a unit equals 10”).
• Logotype sits in a 1¼ unit high panel (17.5”).
• The logotype is positioned one “M”-height above the 1” reveal (as indicated).

Type Sizing
• “M”-height of the logotype and the cap height of the site name are equal to ¹⁄₃ of the panel depth (3.33”).
• The lower case “e” of the text within the panels matches the size of the “M” that is ¹⁄₃ of the panel depth (3.33”).
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Arrows
• The “Arrow Box” is 85% of the height of the panel (8.5”).

Alignment
• The logotype and the panel text align 10” from the left reveal.
• Arrow Boxes are aligned with the left edge of the panel.
• Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

Spectrum Health Secondary Directional/Informational Monument Sign | Structure

The example illustrated below is a monument sign with 10” deep panels (a unit equals 10”).

Logotype sits in a 1¾ unit high panel (17.5”).

The logotype is positioned one “M”-height above the 1” reveal (as indicated).

**Type Sizing**

- “M”-height of the logotype and the cap height of the site name are equal to ¹⁄₃ of the panel depth (3.33”).
- The lower case “e” of the text within the panels matches the size of the “M” that is ¹⁄₃ of the panel depth (3.33”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Arrows**

- The “Arrow Box” is 85% of the height of the panel (8.5”).

**Alignment**

- The logotype and the panel text align 10” from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.
• Medical Group pylons follow the same guidelines as Hospital pylons
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• The top panel (containing the logotype) is 1¾ units high.
• Lowercase “o” = ⅓ of panel height.
• Distance from left end of panel to beginning of text is equal to the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

The “Arrow Box” is 85% of the height of the panel.

Colors
Cabinet and end panels: MP19911
Red band: match Poppy Red Scotchcal 3630-143
Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337
The example illustrated below is a post and panel sign with 3” deep panels.

- **Logotype** sits in a 2¼ unit high panel (6.75”).
- The logotype is positioned one “M”-height above the ½” reveal (as indicated).

**Horizontal Reveals**

- 3” panels = ¾” reveals
- 4” and larger = ½” reveals

**Type Sizing**

- “M”-height of the logotype ⅓ of the panel depth (1”).
- The lower case “e” of the text within the panels matches the size of the “M” that is ⅓ of the panel depth (1”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Arrows**

- The “Arrow Box” is 85% of the height of the panel (2.55”).

**Alignment**

- The logotype and the panel text align 3” from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

---

SPECTRUM HEALTH
Reed City Hospital

Rehab and Nursing
Inpatient Rehabilitation

---

The mosaic flag height is equal to one unit.

1 unit

See note above

½" reveal

½" reveal

½" reveal

- The example illustrated below is a post and panel sign with 3” deep panels.
- Logotype sits in a 2¼ unit high panel (6.75”).
- The logotype is positioned one “M”-height above the ½” reveal (as indicated).

**Horizontal Reveals**

- 3” panels = ¾” reveals
- 4” and larger = ½” reveals

**Type Sizing**

- “M”-height of the logotype ⅓ of the panel depth (1”).
- The lower case “e” of the text within the panels matches the size of the “M” that is ⅓ of the panel depth (1”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Arrows**

- The “Arrow Box” is 85% of the height of the panel (2.55”).

**Alignment**

- The logotype and the panel text align 3” from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.
The example illustrated below is a post and panel sign with 8" deep panels. The logotype sits in a 2¼ unit high panel (18"). The logotype is positioned one "M"-height above the ½" reveal (as indicated).

**Horizontal Reveals**
- 3" panels = ⁷⁄₈" reveals
- 4" and larger = ½" reveals

**Type Sizing**
- "M"-height of the logotype ⅓ of the panel depth (2.67")
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (2.67")
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Arrows**
- The "Arrow Box" is 85% of the height of the panel (6.8").

**Alignment**
- The logotype and the panel text align 8" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.
Panels are generally 1 unit high and 8 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

The top panel (containing the logotype) is 1¼ units high.

Lowercase “o” = ¹⁄³ of panel height.

Distance from left end of panel to beginning of text is equal to the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

The “Arrow Box” is 85% of the height of the panel.

**Post Heights**

36”
42” (used for majority of signs)
48”
60” (used for majority of signs)
72”

**Horizontal Reveals**

3” panels = ³⁄₈” reveals
4” and larger = ½” reveals

**Colors**

Cabinet and end panels: MP19911
Arrow box: Process Blue Scotchcal 3630-337

**Illuminated Signs**

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

**Non-Illuminated Signs**

Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

---

**SPECTRUM HEALTH**

United Hospital

- Emergency
- Convenient Care
- Hospital Entrance
- Medical Office Building
4 Destination

4.1 Panel Sizes
4.2 Monument
4.3 Wall-Mounted
4.4 On-Building

4.1 Panel Sizes
4.2 Monument
  4.2.1 Structure, Spectrum Health
  4.2.2 Structure, Spectrum Health with Entity Name
  4.2.3 Full Height Examples, Spectrum Health
  4.2.4 Full Height Examples, Spectrum Health with Entity Name

4.3 Wall-Mounted
  4.3.1 Two-Panel Examples, Spectrum Health
  4.3.2 Four-Panel Example

4.4 On-Building
  4.4.1 Major Hospitals and Ambulatory Facilities
  4.4.2 Major Hospitals and Ambulatory Facilities
  4.4.3 Medium and Smaller Ambulatory Facilities
Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

- Lowercase "o" = $\frac{1}{3}$ of panel height.
- Distance from left end of panel to beginning of text is equal to $\frac{3}{4}$ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Colors**

**Illuminated Signs**

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

**Non-Illuminated Signs**

Letterforms and arrows: Opaque white vinyl
The example illustrated below is a monument sign with 10” deep panels (a unit equals 10”).

- Logotype sits in a 1¾ unit high panel (17.5”).
- The logotype is positioned one “M”-height above the 1” reveal (as indicated).

**Type Sizing**

- “M”-height of the logotype ⅓ of the panel depth (3.33”).
- The lower case “e” of the text within the panels matches the size of the “M” that is ⅓ of the panel depth (3.33”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

**Alignment**

- The logotype and the panel text align 7½” from the left reveal.
The example illustrated below are monument signs with 10" deep panels (a unit in these examples equals 10").

- Logotype sits in a 2½ unit high panel (22.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- Space from the base of the "M" to the x-height of the site name is equal to "M"-height.

Type Sizing

- "M"-height of the logotype and the cap height of the site name are equal to ⅓ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment

- The logotype and the panel text align ¾ of a unit (7.5") from the left reveal.
• Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

• The top panel (containing the logotype) is 1¾ units high.

• Lowercase “o” = ⅓ of panel height.

• Distance from left end of panel to beginning of text is equal to ⅓ the height of the panel.

Colors

Cabinet and end panels: MP19911

Illuminated Signs

Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Opaque white vinyl

scale: ½” = 12” (7 units wide)
• Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit. In this example, panels are 10 units wide.

• The top panel (containing the logotype) is 2¼ units high.

• Lowercase “o” = ¹⁄₃ of panel height.

• Cap “N” in “No Emergencies” = ¹⁄₃ of panel height.

• Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.

• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911

Illuminated Signs
Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Opaque white vinyl

scale: ¾” = 12” (9 units wide)
Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

The top panel (containing the logotype only) is 1 ¾ units high. The top panel (containing the logotype with the hospital or facility name) is 2 ¼ units high.

Lowercase “o” = ½ of panel height.

Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.

Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911

Illuminated Signs
Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Opaque white vinyl
• Panels are shown below 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
• The top panel (containing the logotype only) is 1¾ units high.
• Lowercase “o” = ¼ of panel height.

• Distance from left end of panel to the beginning of text is equal to ¼ the height of the panel.
• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911

Illuminated Signs
Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Opaque white vinyl

scale: ¼” = 12” (7 units wide)
Wall-Mounted Display Lettersets

Wall-mounted display lettersets may be either illuminated or non-illuminated.

Illuminated sign faces are constructed of clear Lexan with translucent silver vinyl (Scotchcal 3630-121) on first surface.

Non-illuminated signs have painted silver faces (Matthews MPI8071).

All lettersets have dark silver sides (Matthews MPI8149).

Typical height to depth ratio:

- 48" h | 8" d (Meijer)
- 36" h | 6" d (HDVCH)
- 28½" h | 5½" d (F+LMH)
- 24" h | 5" d (LHCP)
- 23½" h | 5" d (Butterworth)
- 20½" h | 4½" d (HDVCOC)
- 12½" h | 4½" d (Cook)
- 10½" h | 4½" d (Cook)
Typical height to depth ratio:

- 48"h | 8"d (Meijer)
- 36"h | 6"d (HDVCH)
- 28½"h | 5"d (F+LMHC)
- 24"h | 5"d (HCP)
- 23½"h | 5"d (Butterworth)
- 20½"h | 4"d (HDVOC)
- 17½"h | 4"d (Cook)
- 10½"h | 4"d (Cook)

[Diagram of various hospital signs with dimensions provided]
Wall-Mounted Display Lettersets

Wall-mounted display lettersets may be either illuminated or non-illuminated.

Illuminated sign faces are constructed of clear Lexan with translucent silver vinyl (Scotchcal 3630-121) on first surface.

Non-illuminated signs have painted silver faces (Matthews MP18071).

All lettersets have dark silver sides (Matthews MP18149).
5 Exceptions/Departures

Because of existing conditions or zoning requirements, it may be necessary to depart somewhat from the basic standards. The following are examples of acceptable variations.

5.1 Bradford Heart Center Destination Monument
5.2 Sheldon Center Destination Wall-Mounted Sign
• Distance from base of Spectrum Health and the base of the cabinet face is equal to "M"-height.
• The Spectrum Health logotype is centered side-to-side on the cabinet face width.
• Minimum distance from the top of the cabinet to the top of the mosaic flag = ½ "M"-height.

Colors
Cabinet and end panels: MP19911
Letterforms: Translucent White Lexan, pushed through and flush to front of sign face
• Panels are shown below 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.

• The top panel is 2 ¼ units high.

• Lowercase “o” = ¹⁄₃ of panel height.

• Distance from left end of panel to the beginning of text is equal to ¼ the height of the panel.

• Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911
Letterforms: Translucent White Lexan, pushed through and flush to front of sign face

Note: See page 3.1.2 for spacing of two lines of copy.