Spectrum Health Signage Standards

Exterior Signage
Regulatory
Entrance

No Parking

Emergency Vehicles

Monday–Friday 7 a.m.–6 p.m.

Pass code required to exit lot. Move forward to activate gate.
Note:
The preferred regulatory sign dimension (apart from the No Smoking signs shown on pages 20 and 21) is 12.5" x 18".
Additional sizes available for lengthier copy, or to match existing signs at a location, are:
15" x 18"
18" x 18"
There are some 15" x 15" signs in the system, but these are being phased out.
Patient and Visitor Parking
Monday - Friday
7 a.m. - 6 p.m.

Patient Drop Off

Patient Drop Off

Patient Drop Off/ Pick Up Only

Patient Drop Off

No Parking

Visitor Parking

Employee Parking Only

Reserved for Volunteer
<table>
<thead>
<tr>
<th>Sign Description</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Pool Parking Only</td>
<td><img src="image1.png" alt="Car Pool Parking Only" /></td>
</tr>
<tr>
<td>Official Vehicle Parking Only</td>
<td><img src="image2.png" alt="Official Vehicle Parking Only" /></td>
</tr>
<tr>
<td>Compact Vehicle Only</td>
<td><img src="image3.png" alt="Compact Vehicle Only" /></td>
</tr>
<tr>
<td>Service And Delivery Parking Only</td>
<td><img src="image4.png" alt="Service And Delivery Parking Only" /></td>
</tr>
<tr>
<td>Lab Courier Parking Only</td>
<td><img src="image5.png" alt="Lab Courier Parking Only" /></td>
</tr>
<tr>
<td>MRI Vehicle Only</td>
<td><img src="image6.png" alt="MRI Vehicle Only" /></td>
</tr>
<tr>
<td>Physician Parking Only</td>
<td><img src="image7.png" alt="Physician Parking Only" /></td>
</tr>
<tr>
<td>Fire Lane</td>
<td><img src="image8.png" alt="Fire Lane" /></td>
</tr>
<tr>
<td>No Parking</td>
<td><img src="image9.png" alt="No Parking" /></td>
</tr>
</tbody>
</table>

Sample text descriptions for the signs include:
- **Car Pool Parking Only**
- **Official Vehicle Parking Only**
- **Compact Vehicle Only**
- **Service And Delivery Parking Only**
- **Lab Courier Parking Only**
- **MRI Vehicle Only**
- **Physician Parking Only**
- **Fire Lane**
- **No Parking**
Sign Specifications

Size:
12½" wide x 18" high x 2" deep

Materials:
Sign panel ¹⁄₈" aluminum plate
Post 2" x 2" tubular steel

Colors:
Sign and post  MP19911
Letterforms and arrows Matte White Scotchcal 7725-20

Margins and Spacing

Outer margins are based on the height of the lowercase "e" of text enlarged 110%
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

Typographic Specifications

"Patient Parking Only": 183.75/193.5 pt Whitney Medium
(approximately 1.75” “P” cap height)

Hours: 90/94 pt Whitney Medium
(approximately .875” “F” cap height)
**Sign Specifications**

- **Size:**
  - 12½" wide x 18" high x 2" deep

- **Materials:**
  - Sign panel: ¹⁄₈" aluminum plate
  - Post: 2" x 2" tubular steel

- **Colors:**
  - Sign and post: MP19911
  - Letterforms and arrows: Matte White Scotchcal 7725-20
  - Prohibited icons: Poppy Red Scotchcal 3630-143, Black and Matte White Scotchcal 7725-20

**Margins and Spacing**

- Outer margins are based on the height of the lowercase "e" of text enlarged 110%
- Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

**Typographic Specifications**

- 183.75/193.5 pt Whitney Medium
  - (approximately 1.75" "F" cap height)

**Scale:**

- ¼" = 1"
**Sign Specifications**

- **Size:** 12½" wide x 18" high x 2" deep
- **Materials:**
  - Sign panel: ¹⁄₈" aluminum plate
  - Post: 2" x 2" tubular steel
- **Colors:**
  - Sign and post: MP19911
  - Letterforms and arrows: Matte White Scotchcal 7725-20
  - Disabled icon: Process Blue Scotchcal 3630-337 and Matte White Scotchcal 7725-20
  - Prohibited icon: Poppy Red Scotchcal 3630-143 and Matte White Scotchcal 7725-20

**Margins and Spacing**

- Outer margins are based on the height of the lowercase "e" of text enlarged 110%
- Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

**Typographic Specifications**

- 183.75/193.5 pt Whitney Medium
  - (approximately 1.75” “F” cap height)
- “Van Accessible”: 156.36/164.4 pt Whitney Medium
  - (approximately 1.52” “V” cap height)
### Spectrum Health Signage Standards | Regulatory Signs | 15" x 18" Specifications (alternative size for lengthy copy)

#### Sign Specifications
- **Size:** 15" wide x 18" high x 2" deep
- **Materials:**
  - Sign panel: 1/8" aluminum plate
  - Post: 2" x 2" tubular steel
- **Colors:**
  - Sign and post: MP19911
  - Letterforms and arrows: Matte White Scotchcal 7725-20

#### Margins and Spacing
- **Outer margins** are based on the height of the lowercase "e" of text enlarged 110%
- **Line spacing** base of text to x-height of text is equal to the lowercase "e" enlarged 110%
- **Line spacing between statements** base of text to x-height of text is equal to 2 of the lowercase "e" enlarged 110%

#### Typographic Specifications
- 183.75/193.5 pt Whitney Medium
  - (approximately 1.75” “P” cap height)
Sign Specifications

Size:
15" wide x 18" high x 2" deep

Materials:
Sign panel  ¹⁄₂₄" aluminum plate
Post  2" x 2" tubular steel

Colors:
Sign and post   MP19911
Letterforms Matte White Scotchcal 7725-20
Prohibited icon Poppy Red Scotchcal 3630-143

Margins and Spacing

Outer margins are based on the height of the lowercase "e" of text enlarged 110%
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

Typographic Specifications

183.75/193.5 pt Whitney Medium
(approximately 1.75" “P” cap height)
Spectrum Health Employee and Visitor Parking Only

Spectrum Health Visitor Parking Only

Spectrum Health Visitor Parking Only

Spectrum Health Visitor Parking Only

Spectrum Health Trucks Only

Employee and Visitor Parking Only

Spectrum Health Outpatient Rehabilitation Parking Only

Spectrum Health Visitor Parking Only

Spectrum Health Visitor Parking Only

Pass code required to exit lot.
Move forward to activate gate.

Entrance

No Parking Emergency Vehicles Only

Reserved for Spectrum Health Vehicle
Sign Specifications
Size:
18” wide x 18” high x 2” deep
Materials:
Sign panel ⅛” aluminum plate
Post 2” x 2” tubular steel
Colors:
Sign and post MP19911
Letterforms Matte White Scotchcal 7725-20

Margins and Spacing
Outer margins are based on the height of the lowercase “e” of text enlarged 110%
Line spacing base of text to x-height of text is equal to the lowercase “e” enlarged 110%
Spacing between statement to the top of the icon is equal to the lowercase “e” enlarged 110%

Typographic Specifications
183.75/193.5 pt Whitney Medium
(approximately 1.75” “P” cap height)
Spectrum Health Signage Standards | Regulatory Signs | 18" x 18" Specifications (alternative size for lengthy copy)

**Sign Specifications**

**Size:**
18” wide x 18” high x 2” deep

**Materials:**
- Sign panel: 1/8” aluminum plate
- Post: 2” x 2” tubular steel

**Colors:**
- Sign and post: MP19911
- Letterforms and arrows: Matte White Scotchcal 7725-20

**Margins and Spacing**

- Outer margins are based on the height of the lowercase “e” of text enlarged 110%
- Line spacing base of text to x-height of text is equal to the lowercase “e” enlarged 110%
- Spacing between statement to the top of the icon is equal to the lowercase “e” enlarged 110%

**Typographic Specifications**

- 183.75/193.5 pt Whitney Medium
- (approximately 1.75” “P” cap height)

Scale: 1” = 1’
**Employee and Visitor Parking Only**

Pass code required to exit lot. Move forward to activate gate.

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**Sign Specifications**

- **Size:**
  - 18” wide x 18” high x 2” deep

- **Materials:**
  - Sign panel: ¹⁄₈” aluminum plate
  - Post: 2” x 2” tubular steel

- **Colors:**
  - Sign and post: MP19911
  - Letterforms: Matte White Scotchcal 7725-20
  - Box: Process Blue Scotchcal 3630-337

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**Margins and Spacing**

- Outer margins are based on the height of the lowercase “e” of text enlarged 110%
- Line spacing base of text to x-height of text is equal to the lowercase “e” enlarged 110%
- Spacing between statement to the top of the icon is equal to the lowercase “e” enlarged 110%

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**Typographic Specifications**

- **Top text:** 183.75/193.4 pt Whitney Medium
  - (approximately 1.75” “P” cap height)

- **Bottom text:** 90/94 pt Whitney Medium
  - (approximately .86” “P” cap height)
For single-word signs only

**Sign Specifications**
- **Size:**
  - 18" wide x 18" high x 2" deep
- **Materials:**
  - Sign panel: ⅛" aluminum plate
  - Post: 2" x 2" tubular steel
- **Colors:**
  - Sign and post: MP19911
  - Letterforms: Matte White Scotchcal 7725-20

**Margins and Spacing**
- Outer margins are based on the height of the lowercase "e" of text enlarged 110%
- Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%
- Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

**Typographic Specifications**
- 297 pt Whitney Medium
- (approximately 2.85" "E" cap height)
Sign Specifications
Size:
15" wide x 15" high x 2" deep
Materials:
Sign panel  \( \frac{1}{8} \)" aluminum plate
Post  2" x 2" tubular steel
Colors:
Sign and post   MP19911
Letterforms Matte White Scotchcal 7725-20

Margins and Spacing
Outer margins are based on the height of the lowercase “e” of text enlarged 110%
Line spacing base of text to x-height of text is equal to the lowercase “e” enlarged 110%
Spacing between statement to the top of the icon is equal to the lowercase “e” enlarged 110%

Typographic Specifications
183.75/193.5 pt Whitney Medium
(approximately 1.75” “P” cap height)
No Smoking
Use of tobacco or smoking devices is not permitted on this property including grounds, parking areas or in vehicles.

Prohibido fumar
El uso de tabaco o de dispositivos para fumar no está permitido en esta propiedad, incluyendo terrenos, áreas de estacionamiento y el interior de los vehículos.

Sign Specifications
Size:
12" wide x 12" high
Materials:
Vinyl, Gerber print required
Surface apply to glass
Colors:
Background: Charcoal Grey Scotchcal #7725-0213
No Smoking symbol: white, black and Spectratone Red #12 (GCT-14 Translucent Orange and GCS-663 Intense Red) foils

Typographic Specifications
Large text: 65.23 pt Whitney Medium
(approximately .63” “N” cap height)
Small text: 43.48/47 Whitney Medium
(approximately .42” “E” cap height)
No Smoking
Use of tobacco or smoking devices is not permitted on this property including grounds, parking areas or in vehicles.

Prohibited fumar
El uso de tabaco o de dispositivos para fumar no está permitido en esta propiedad, incluyendo terrenos, áreas de estacionamiento y el interior de los vehículos.

Sign Specifications
- **Size:** 18” wide x 18” high
- **Materials:** .125” aluminum panel, painted one side for wall mount; painted two sides for post mount. .125” safety corners (D.A. corners to form radius)
- **Colors:**
  - Background: MAP 19911 Metallic
  - Letterforms: Matte White Scotchcal #7725-20
  - No Smoking symbol: Matte White Scotchcal #7725-20, Poppy Red Scotchcal #3630-143

Typographic Specifications
- **Large text:** 97.84 pt Whitney Medium (approximately .9375” “N” cap height)
- **Small text:** 65.22/70.3 Whitney Medium (approximately .625” “E” cap height)

Installation
- **Wall-mounted:** stud mount flush to wall
- **Post-mounted:** Series 1 2” square post #1000, direct bury 36”

Scale: ¹⁄₃” = 1” Not to scale; approximately 10% of actual size