

Spectrum Health Signage Standards

Exterior Signage
Regulatory

shown at 50% of actual size

2¹³/₁₆" (±)
297 pt
Whitney Medium

Entrance

2¹/₁₆" (±)
x-height

1³/₄" (±)
183.75/193.5 pt
Whitney Medium

No Parking

1¹/₄" (±)
x-height

x-height enlarged 110%

x-height enlarged 110%

x-height enlarged 110%

leading = 193.5 pt

Emergency Vehicles

7⁷/₈" (±)
90/94 pt
Whitney Medium

Monday-Friday

5⁵/₈" (±)
x-height

leading = 94 pt

7 a.m.-6 p.m.

x-height enlarged 110%

7⁷/₈" (±)
90/94 pt
Whitney Medium

Pass code required to exit lot.

5⁵/₈" (±)
x-height

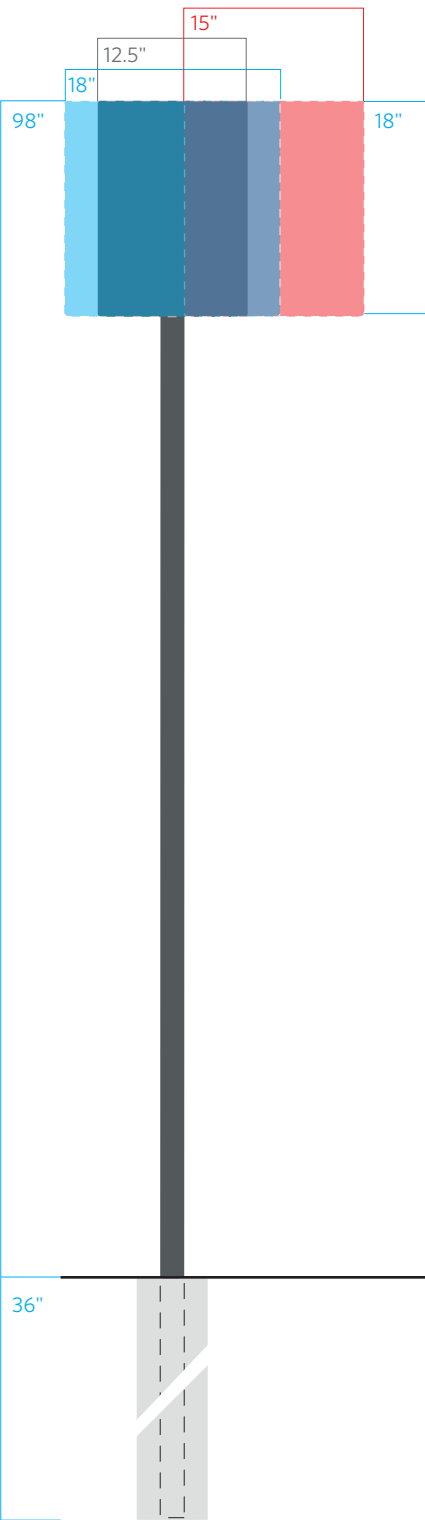
leading = 94 pt

Move forward to activate gate.

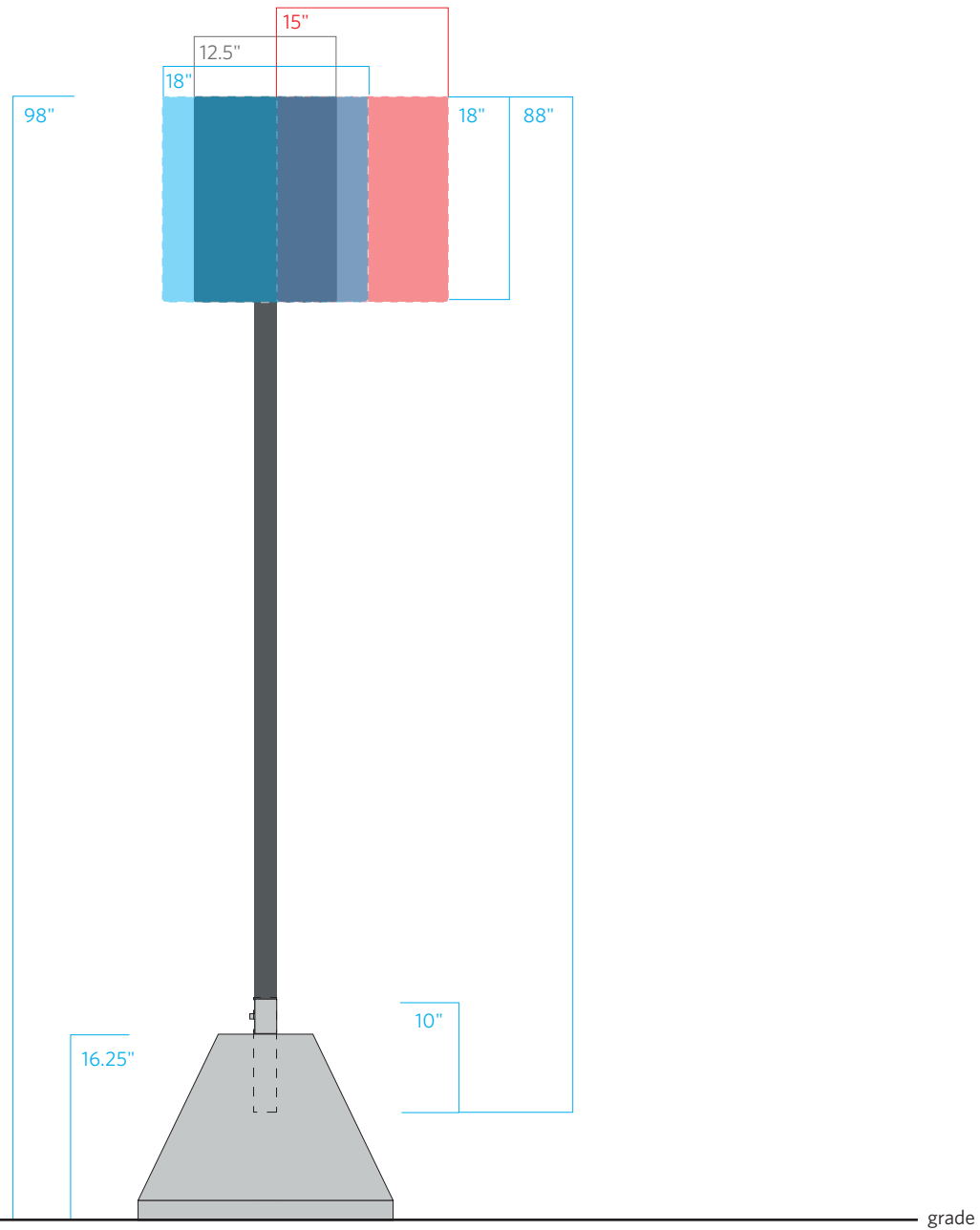
x-height enlarged 110%

Spectrum Health Signage Standards | Regulatory Signs | Installation Examples

Direct bury



Bush base



Note:

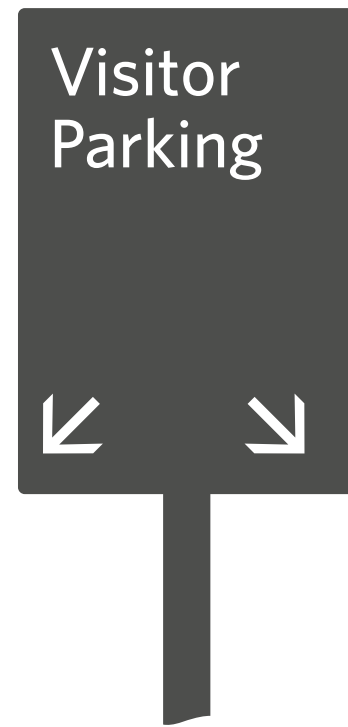
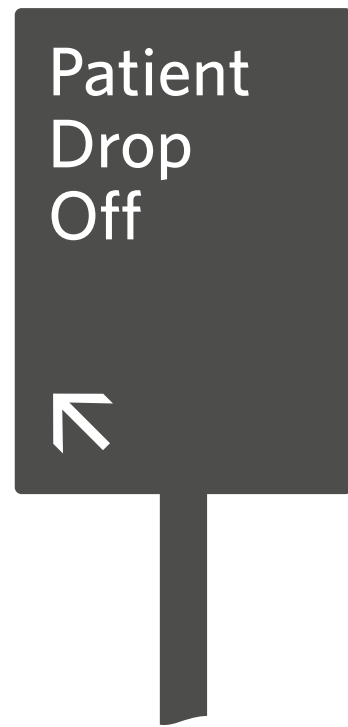
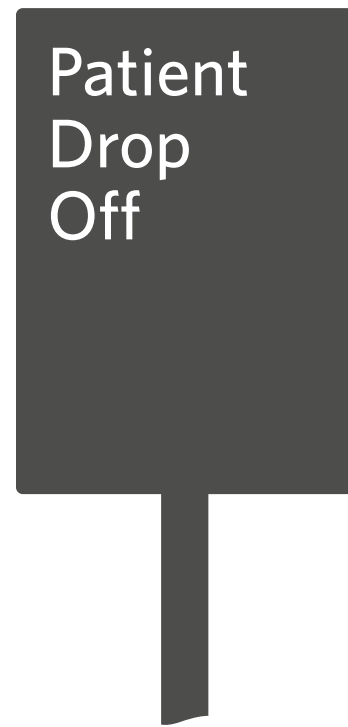
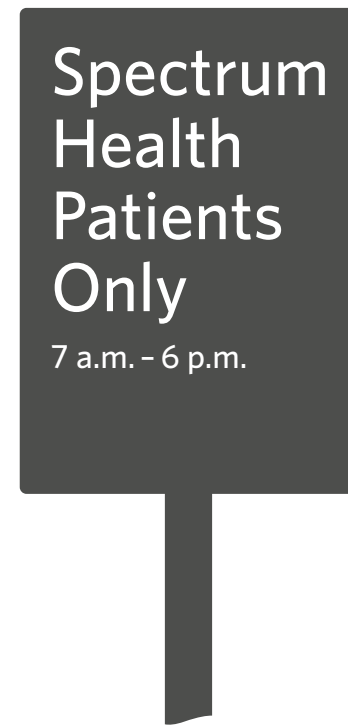
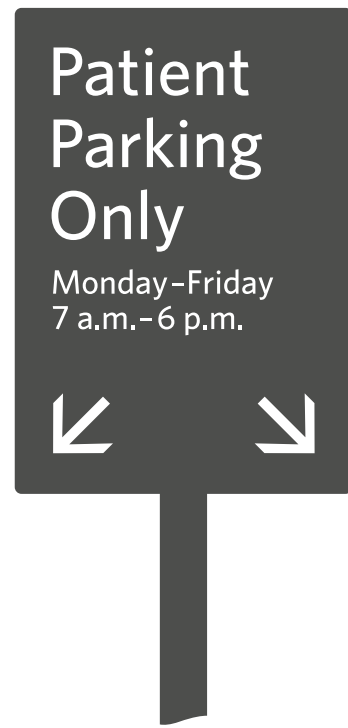
The preferred regulatory sign dimension (apart from the No Smoking signs shown on pages 20 and 21) is 12.5" x 18".

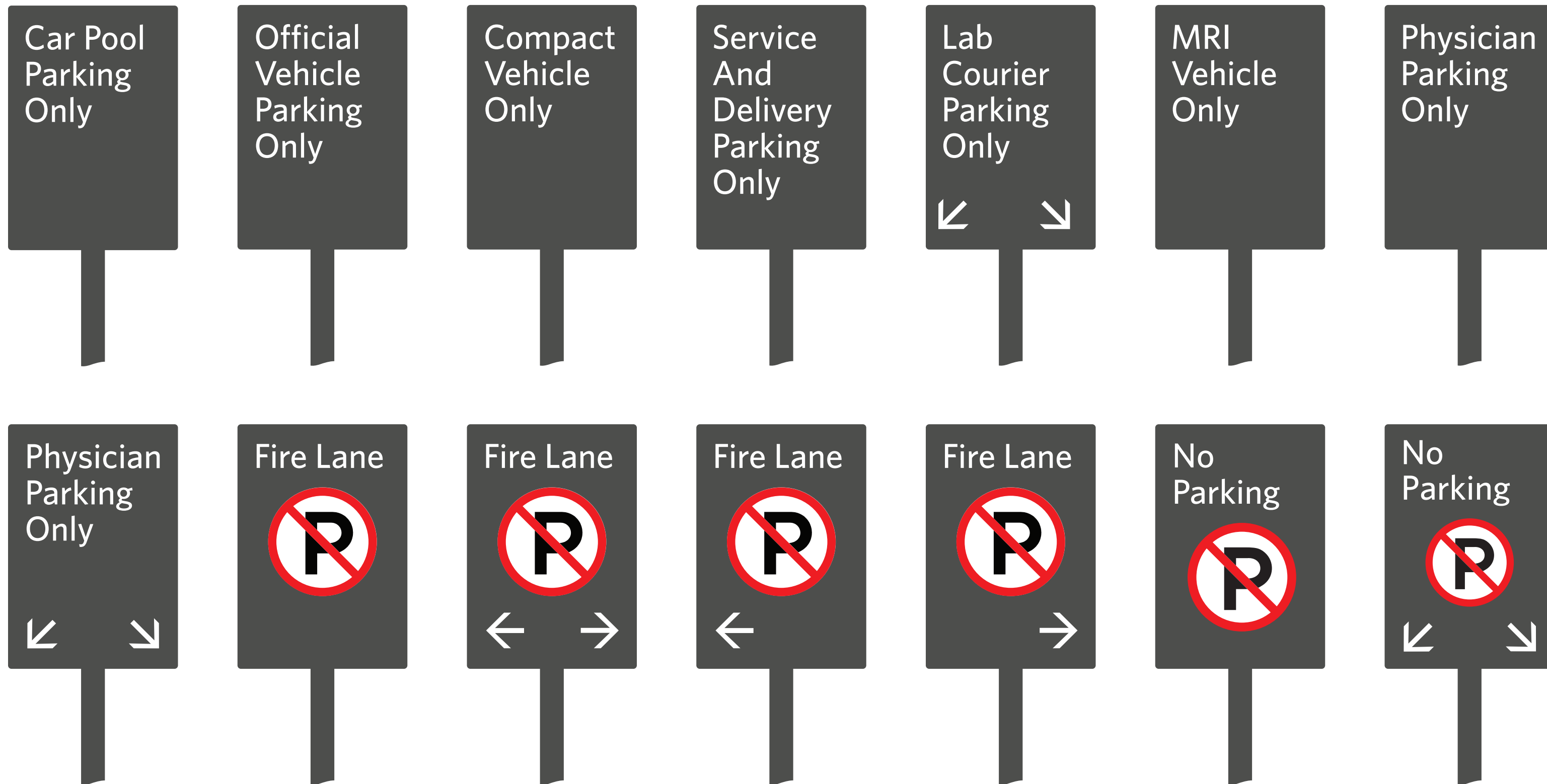
Additional sizes available for lengthier copy, or to match existing signs at a location, are:

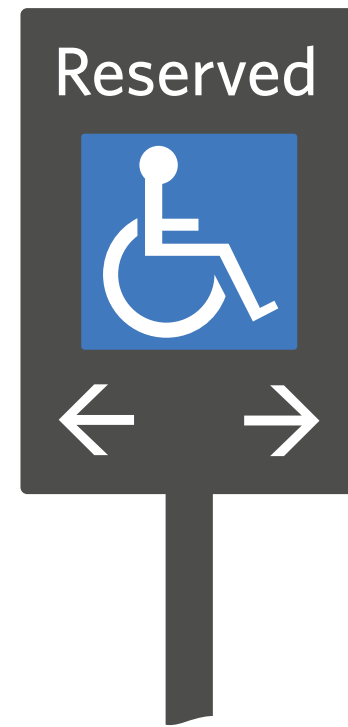
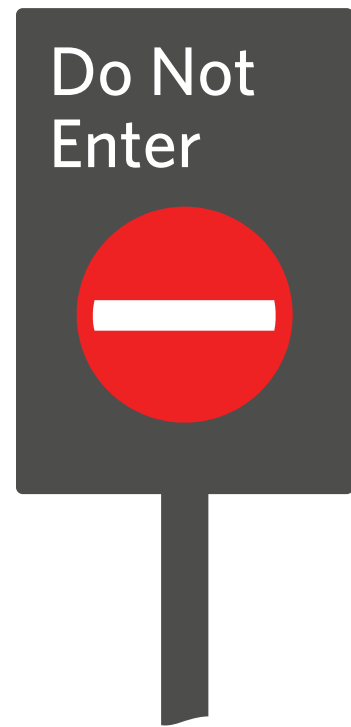
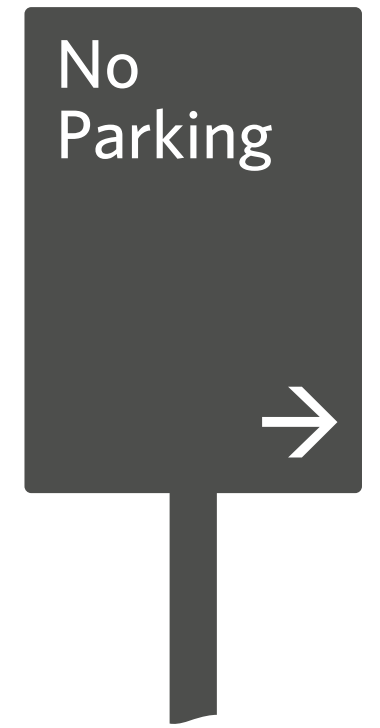
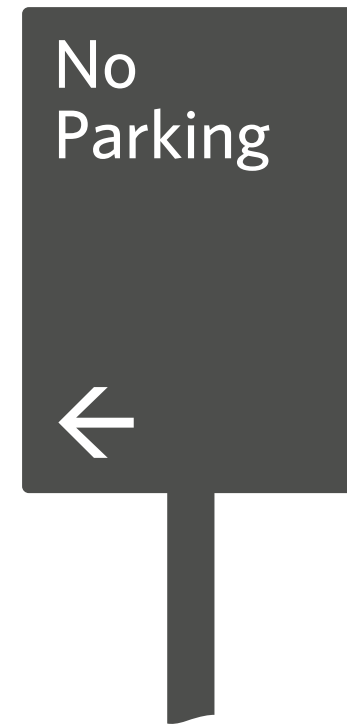
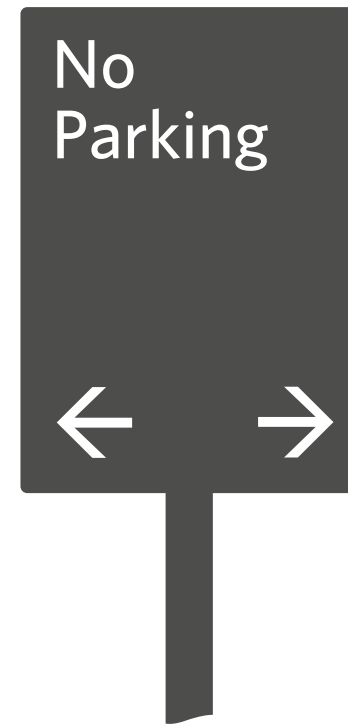
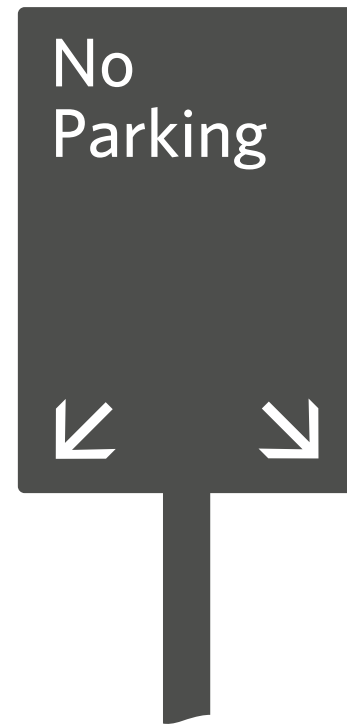
15" x 18"

18" x 18"

There are some 15" x 15" signs in the system, but these are being phased out.







Spectrum Health Signage Standards | Regulatory Signs | 12½" x 18" Specifications (preferred size)



Sign Specifications

Size:
12½" wide x 18" high x 2" deep

Materials:
Sign panel ¼" 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%

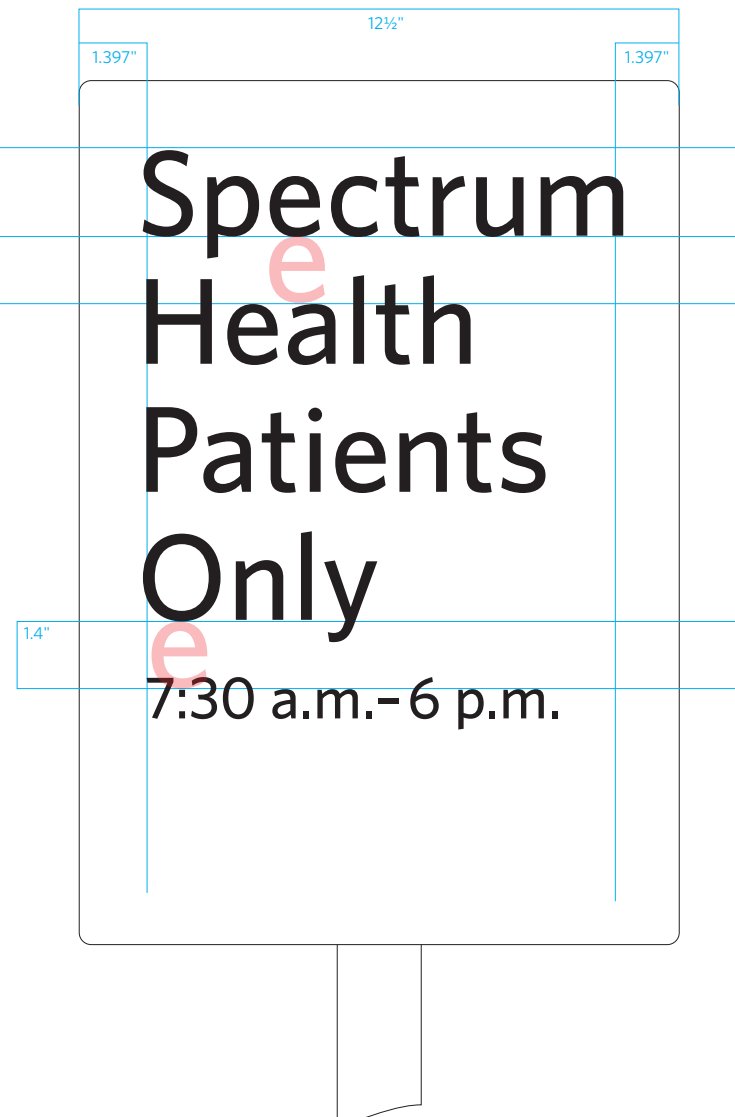
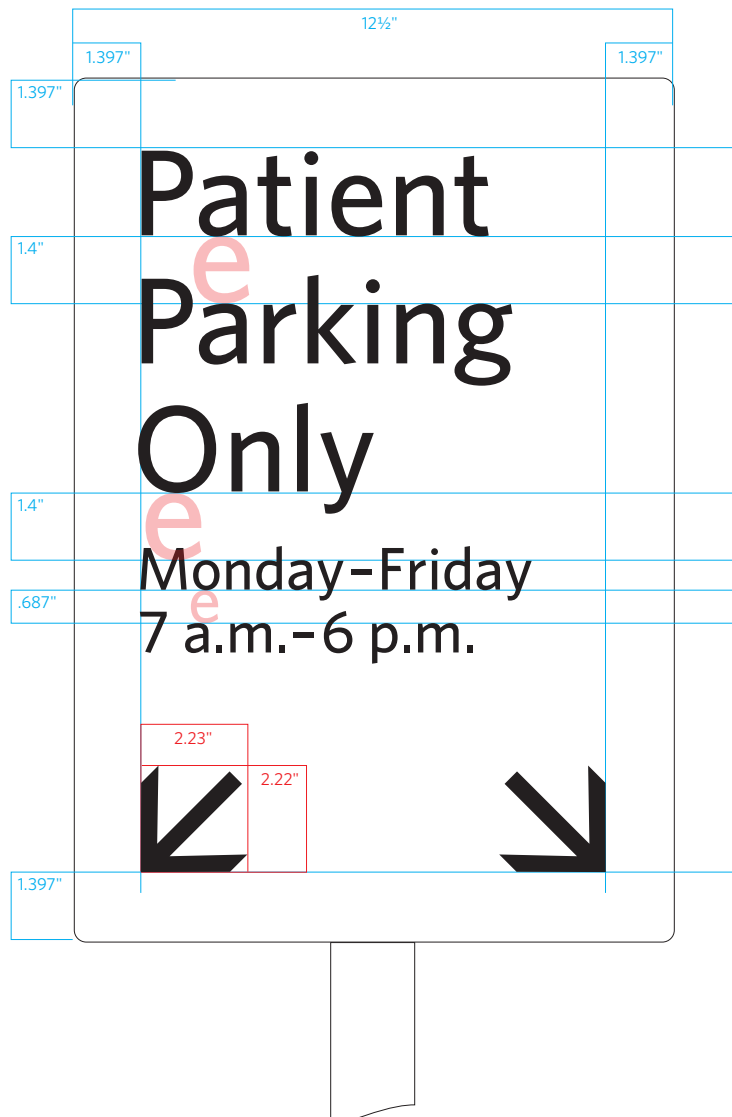
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

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)

Scale: ¼" = 1"



Spectrum Health Signage Standards | Regulatory Signs | 12½" x 18" Specifications (preferred size)



Sign Specifications

Size:
12½" wide x 18" high x 2" deep

Materials:
Sign panel ¼" 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

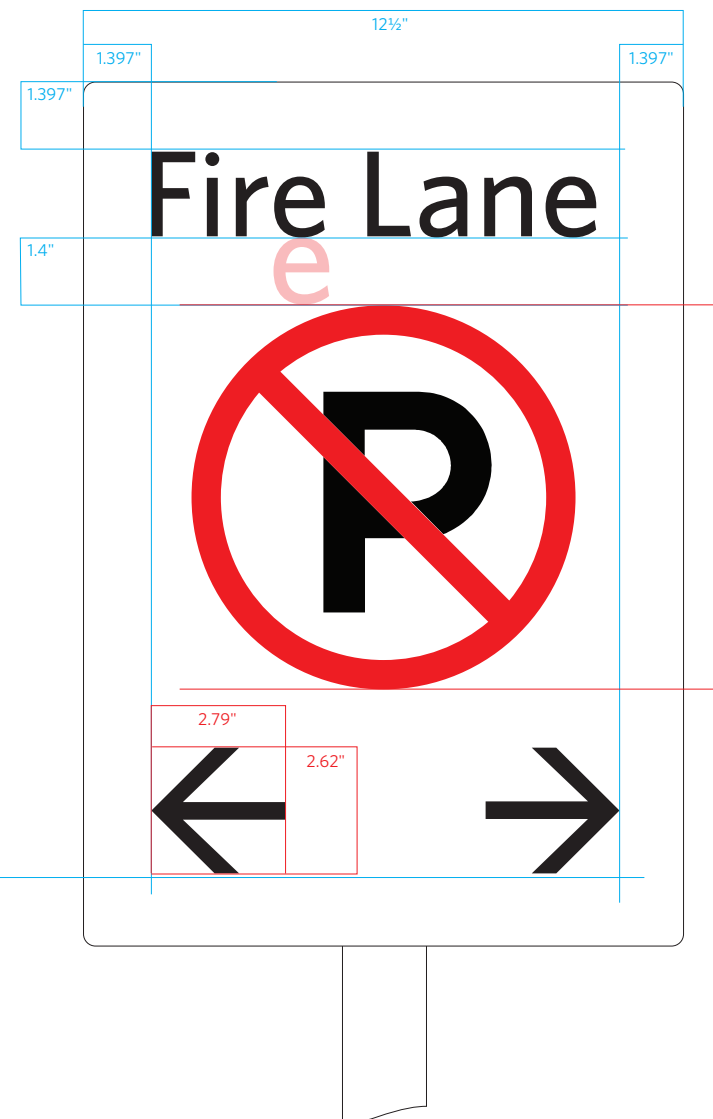
Outer margins are based on the height of the lowercase
"e" of text enlarged 110%

Spacing between statement to the top of the icon is
equal to the lowercase "e" enlarged 110%

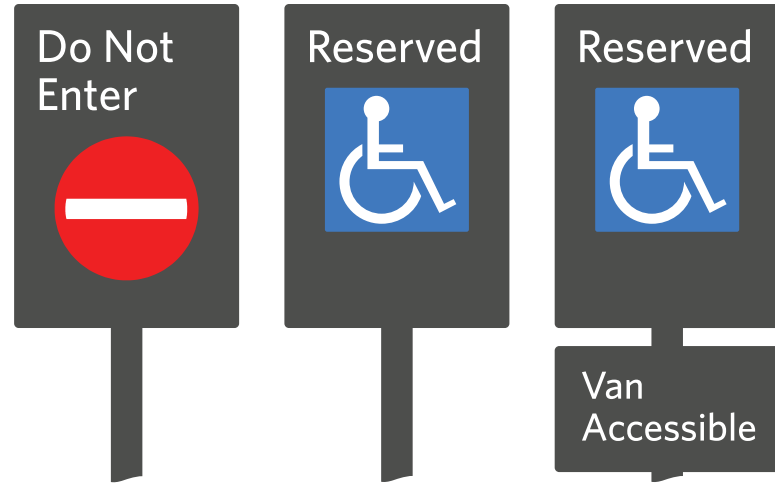
Typographic Specifications

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

Scale: ¼" = 1"



Spectrum Health Signage Standards | Regulatory Signs | 12½" x 18" Specifications (preferred size)



Sign Specifications

Size:
12½" 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 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

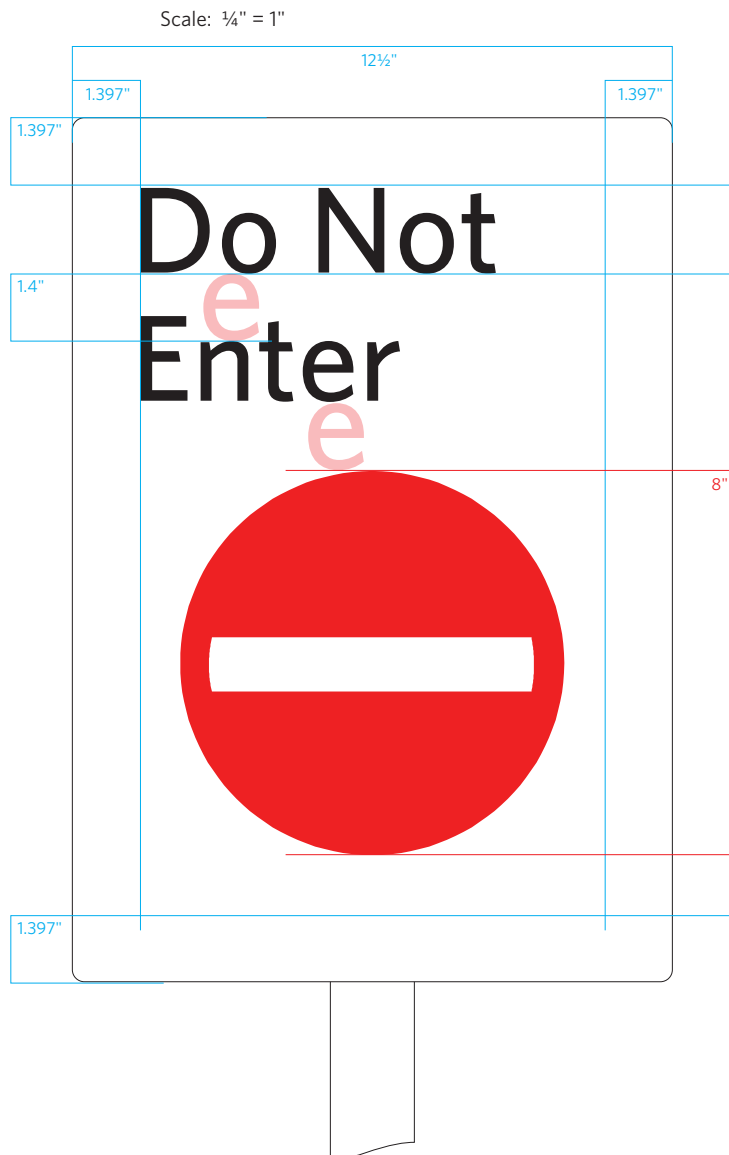
Outer margins are based on the height of the lowercase "e" of text enlarged 110%

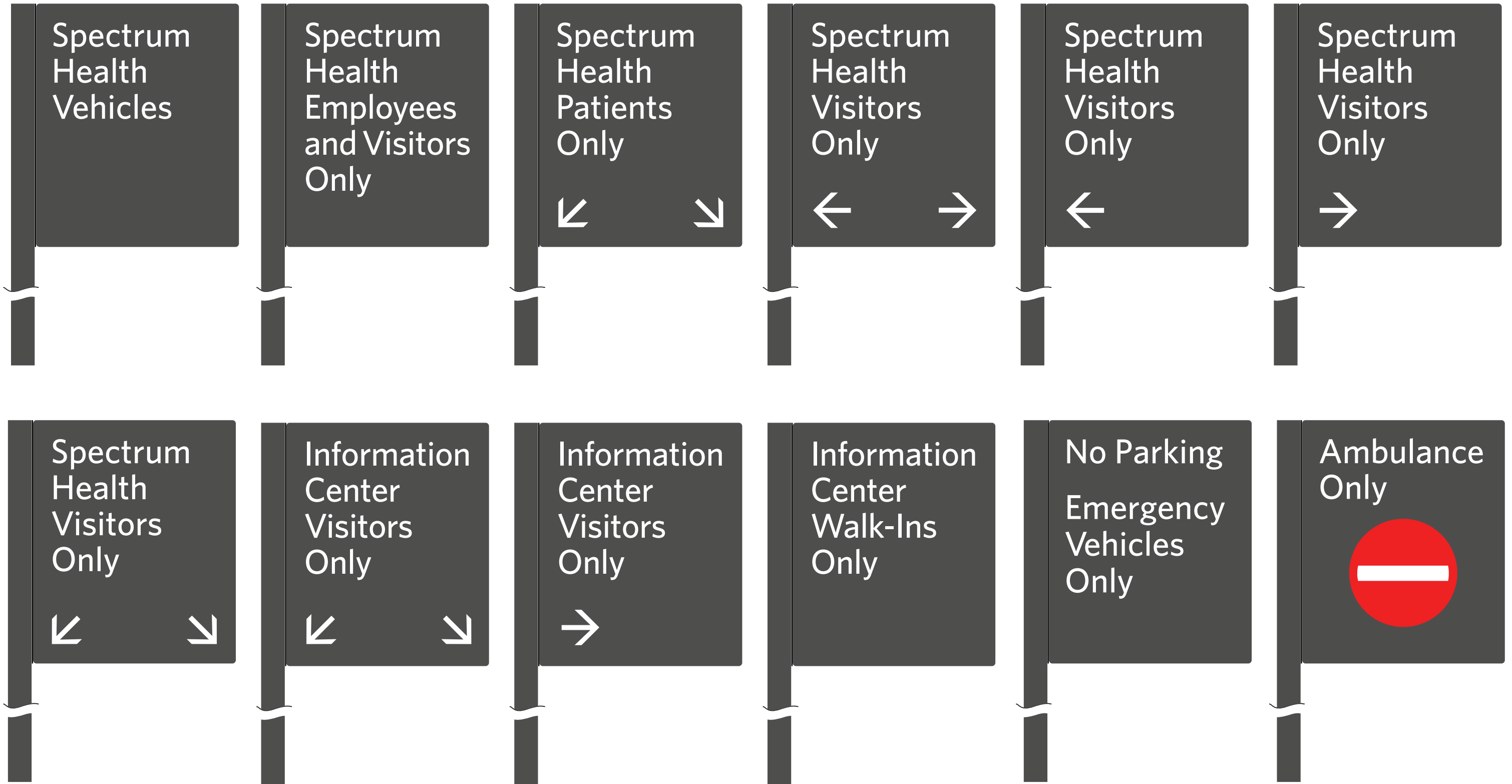
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

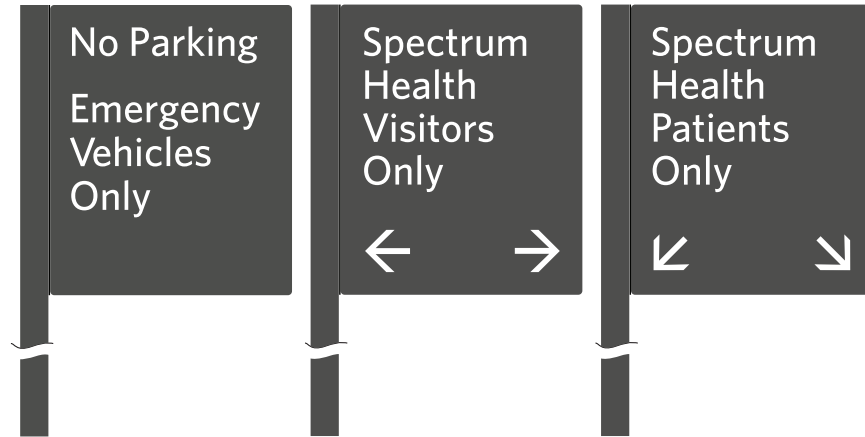
Typographic Specifications

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)







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%

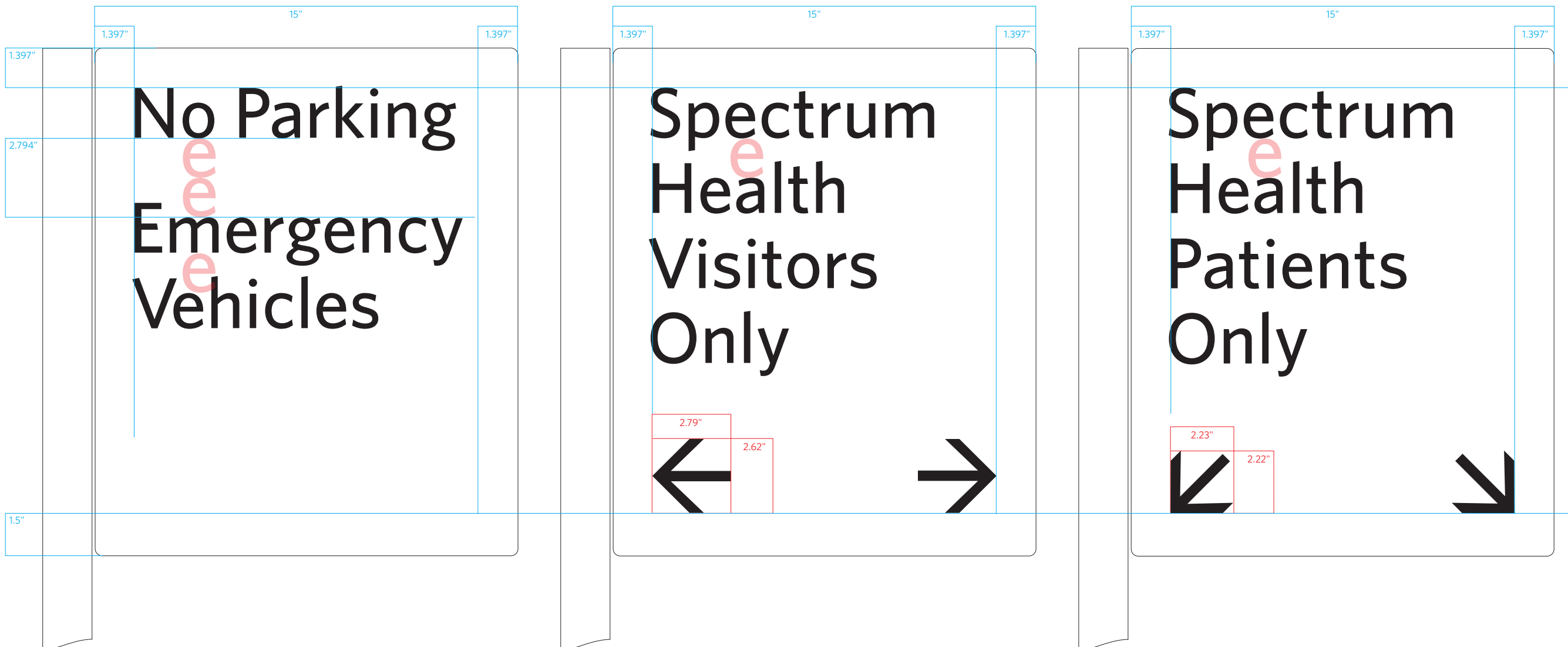
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%

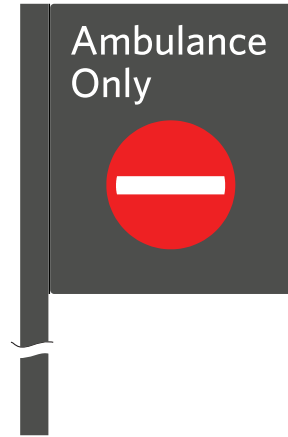
Line spacing between statements, base of text to x-height of text is equal to 2 of the lowercase "e" enlarged 110%

Typographic Specifications

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

Scale: 1/4" = 1"





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 Matte White Scotchcal 7725-20
Prohibited icon Poppy Red Scotchcal 3630-143

Margins and Spacing

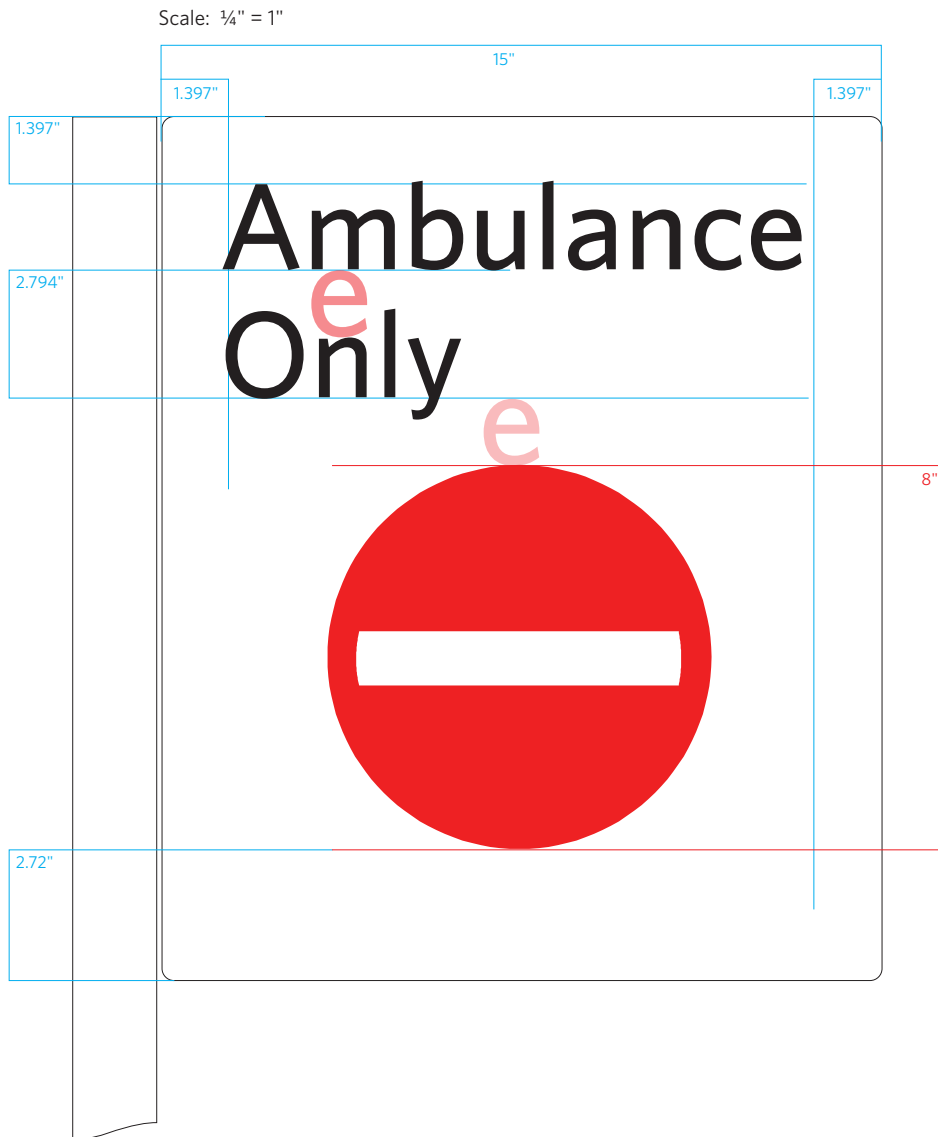
Outer margins are based on the height of the lowercase "e" of text enlarged 110%

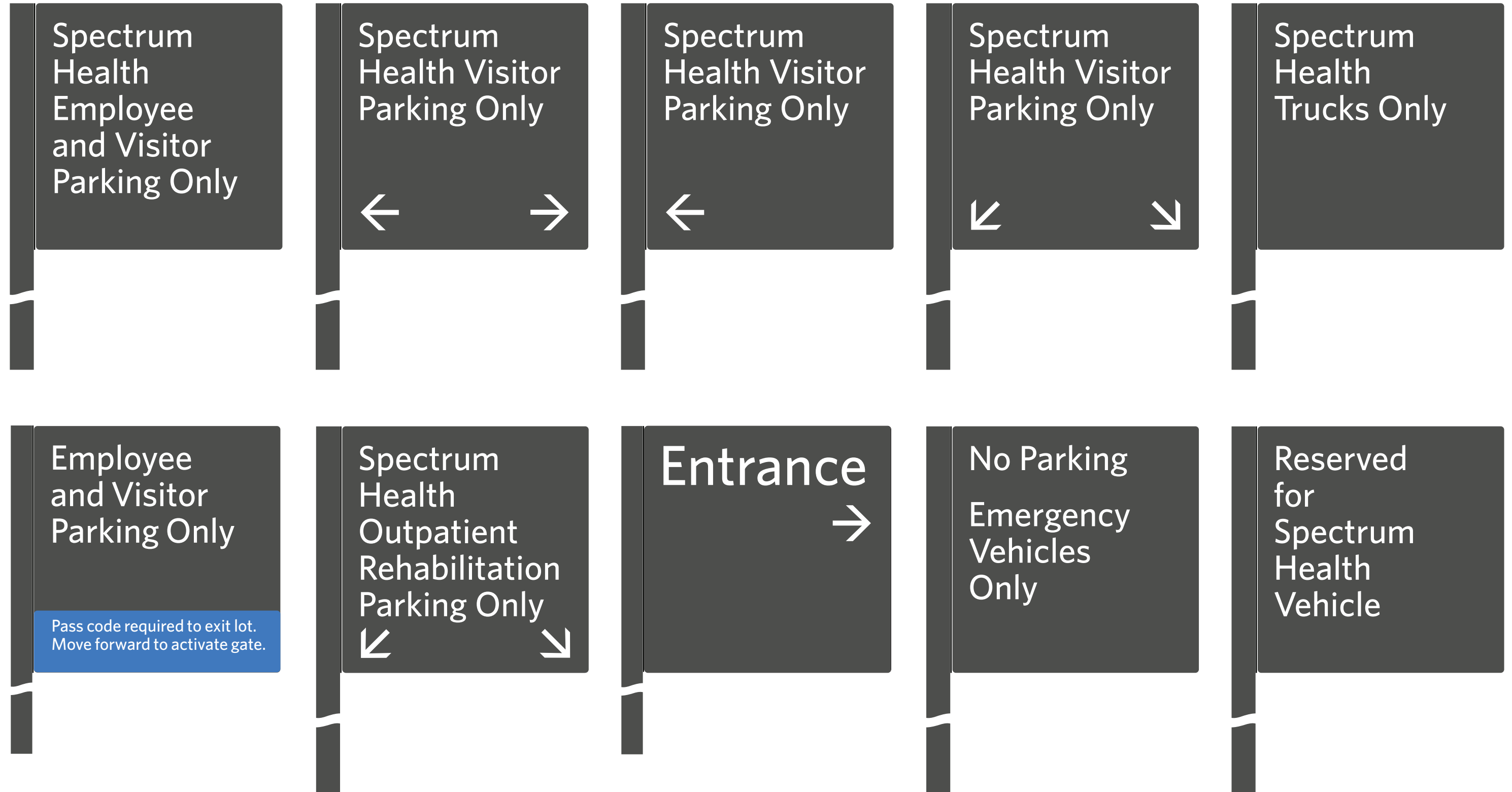
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%

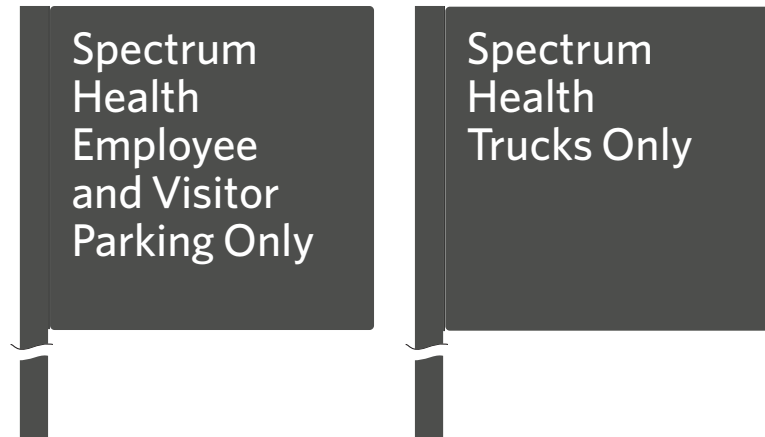
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

Typographic Specifications

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







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

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%

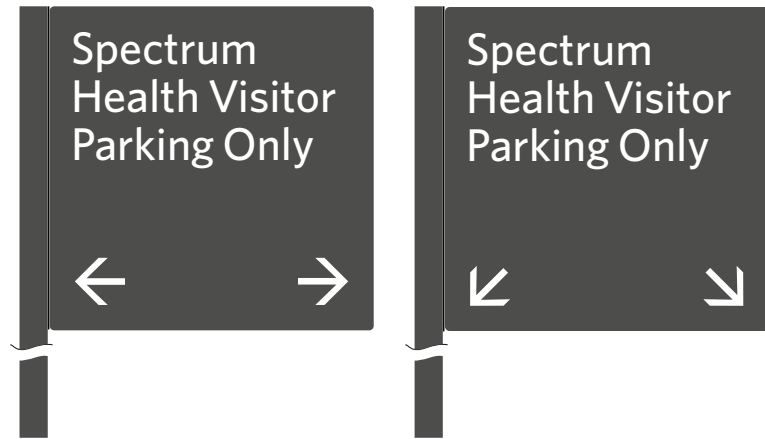
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

Typographic Specifications

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

Scale: 1/4" = 1"





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%

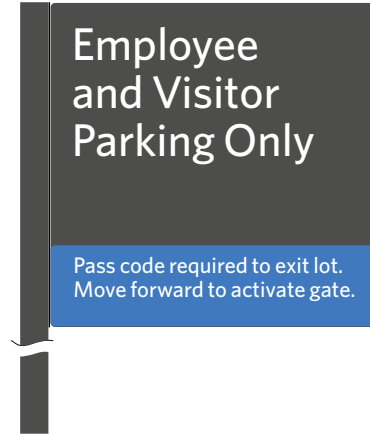
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

Typographic Specifications

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

Scale: 1/4" = 1"





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

Margins and Spacing

Outer margins are based on the height of the lowercase "e" of text enlarged 110%

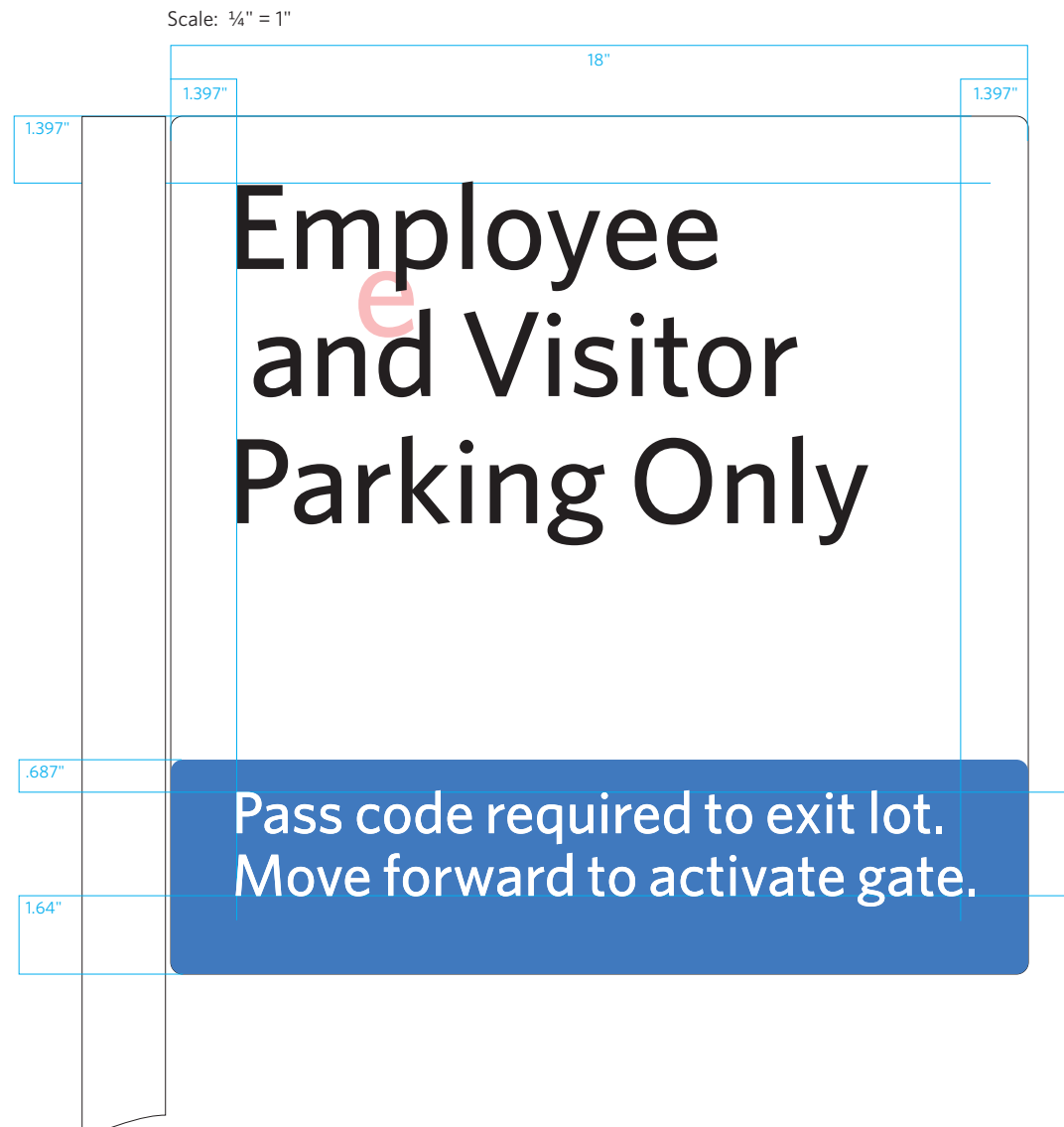
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%

Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

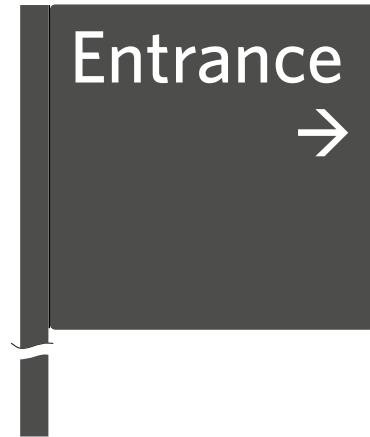
Typographic Specifications

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 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%

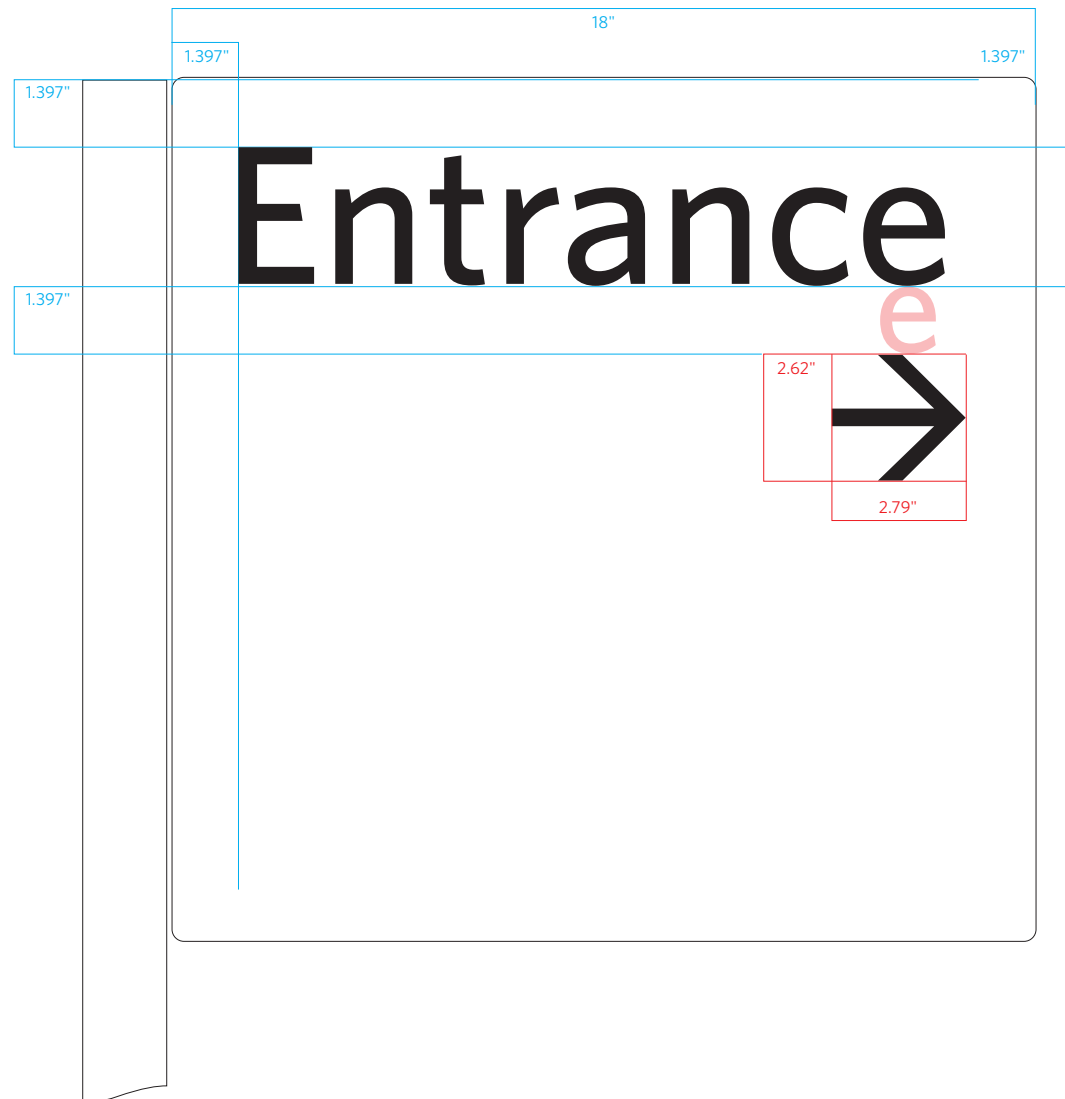
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%

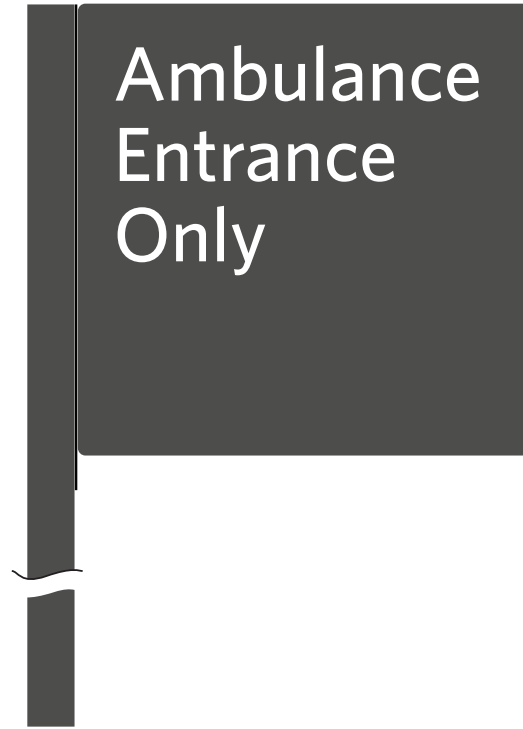
Spacing between statement to the top of the icon is equal to the lowercase "e" enlarged 110%

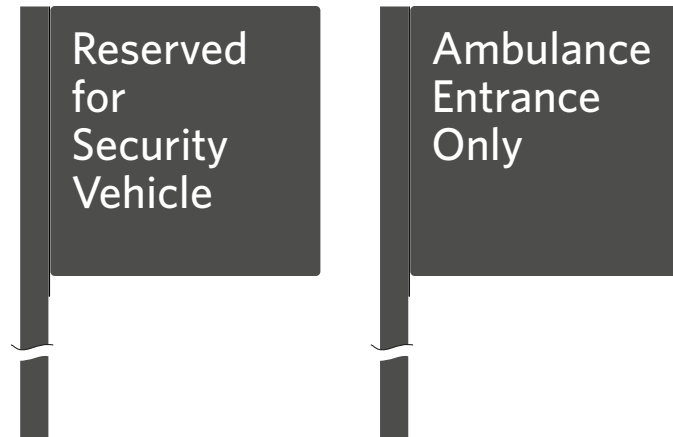
Typographic Specifications

297 pt Whitney Medium
(approximately 2.85" "E" cap height)

Scale: 1/4" = 1"







Sign Specifications

Size:
15" wide x 15" 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

Margins and Spacing

Outer margins are based on the height of the lowercase "e" of text enlarged 110%

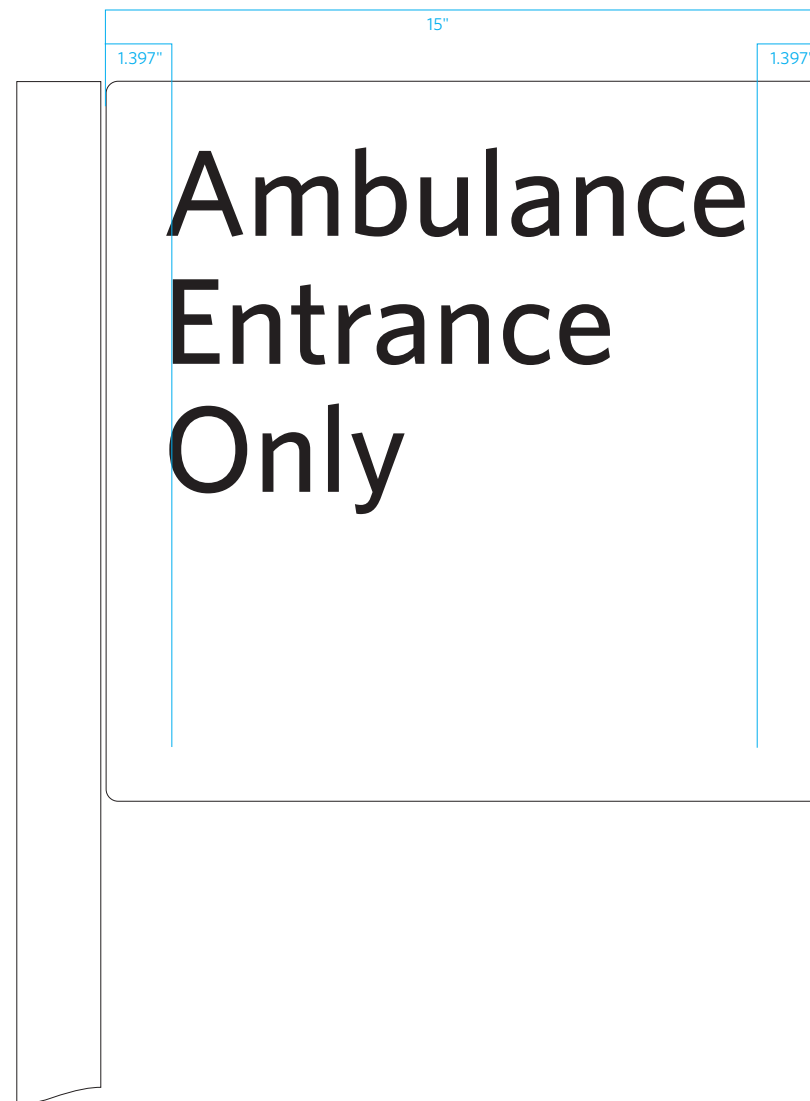
Line spacing base of text to x-height of text is equal to the lowercase "e" enlarged 110%

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: 1/4" = 1"



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

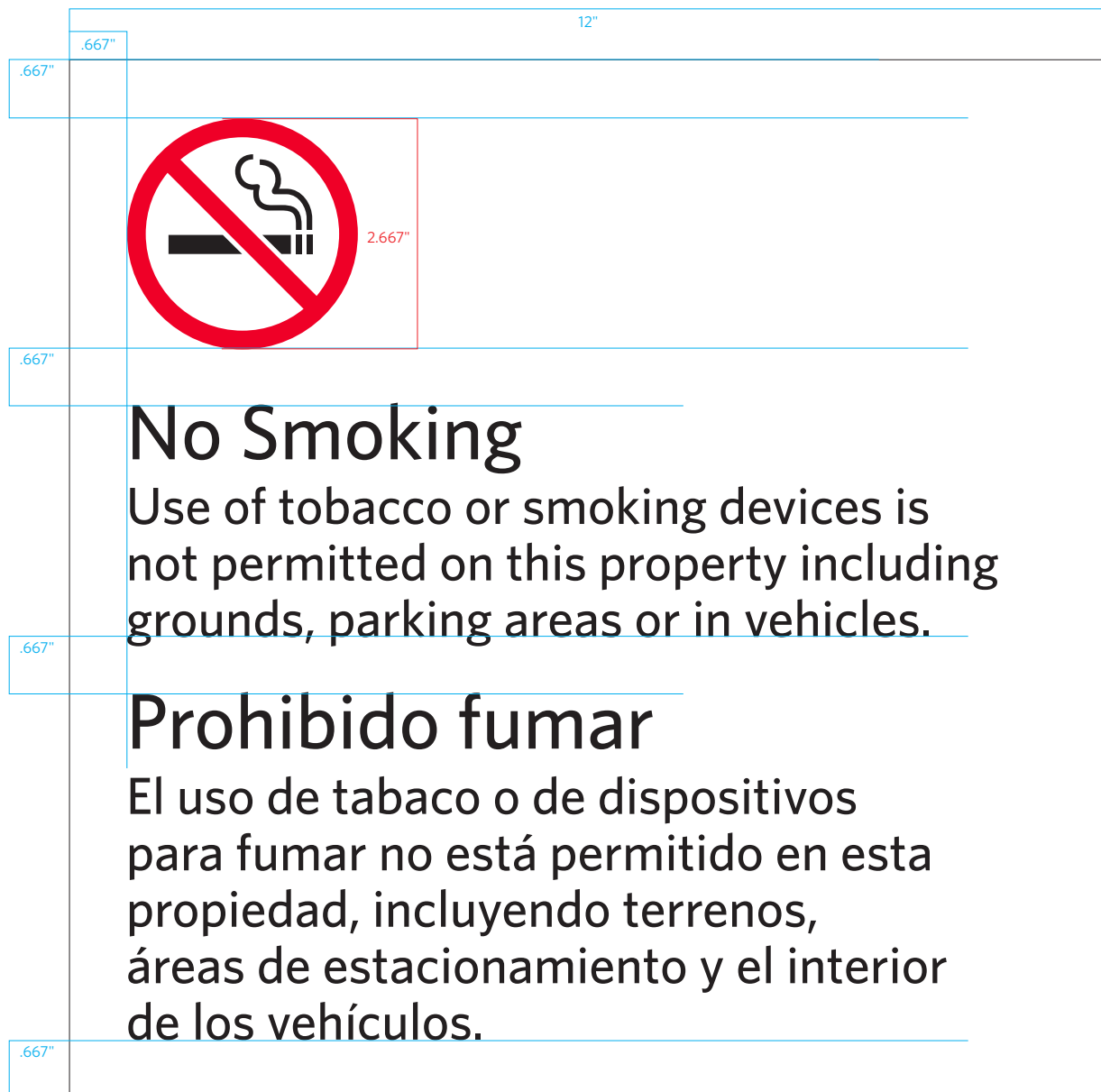
Typographic Specifications

Large text: 65.23 pt Whitney Medium
(approximately .63" "N" cap height)

Small text: 43.48/47 Whitney Medium
(approximately .42" "E" cap height)



Scale: 1/2" = 1"



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, Matte Black Scotchcal #7725-22, 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)

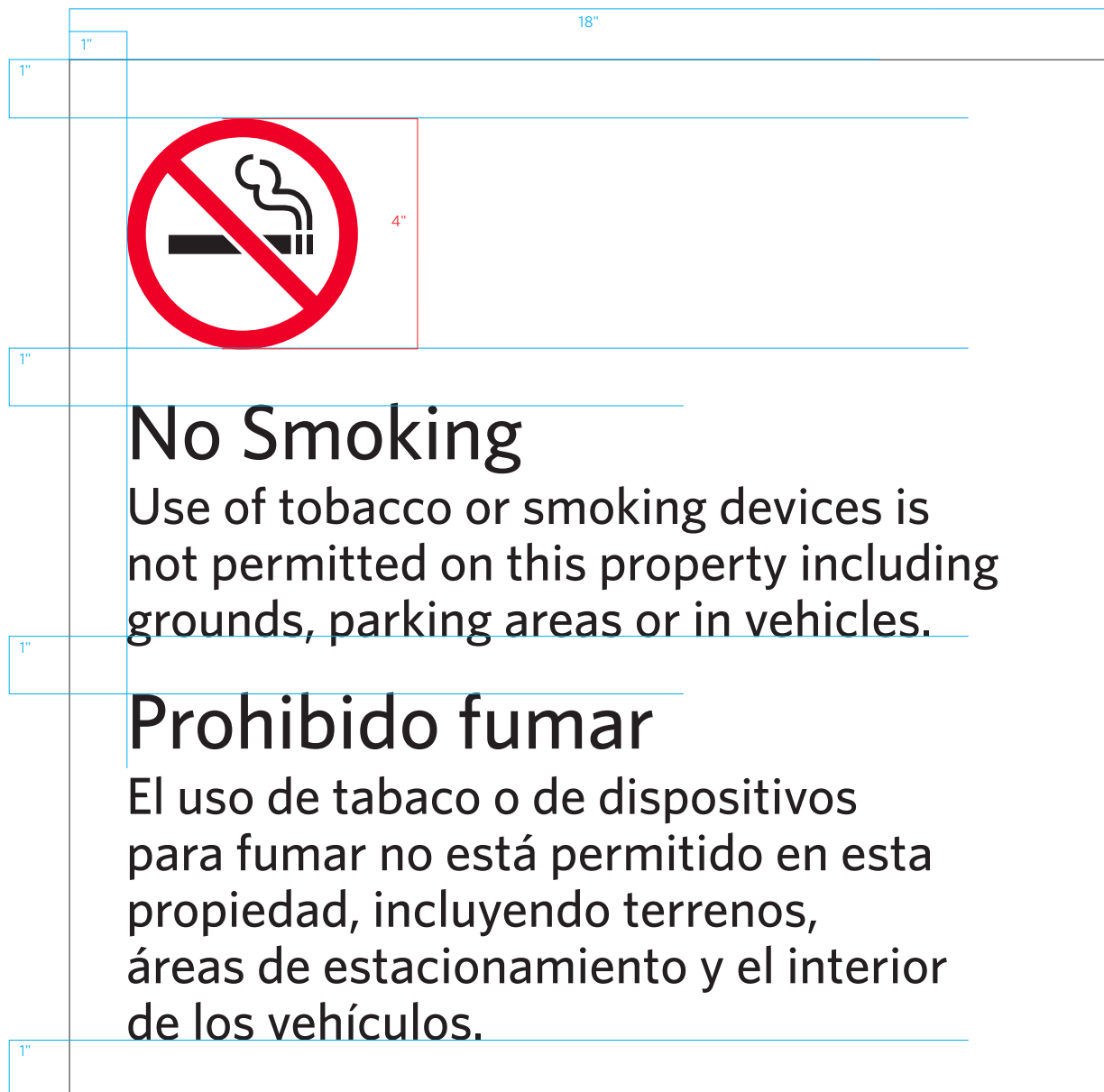
Installation

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

