



# University of Saskatchewan Signage Standards and Guidelines

- **Signage and Wayfinding**
- **Exterior and Interior Signage**
- **Displays, Plaques, Monuments and Monitor Placements**

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## Signage Standards and Guidelines



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## Introduction

This information includes requirements when designing and specifying signage for both individual signage requirements and signage packages for projects at the University of Saskatchewan (USask). Additional details will be provided based on signage packages supplied by Planning, Design and Construction (PD&C) on individual projects.

## Purpose

These standards have been developed to assist the university community, consulting architects, Facilities personnel and the communicators and sign designers in developing consistent signage at USask. The standards describe the elements of signage to communicate a consistent brand message, along with acceptable elements (location, scale and design) that reflect and promote the USask image. The signage is intended to support wayfinding and a functional campus environment aimed at both vehicular and pedestrian traffic.

## General Signage Requirements

1. All words, logos and marks used on campus signage will conform to the University Communications visual expression guidelines summary.
2. Secondary logos must be approved by University Communications. Use of secondary logos on signage must comply with general signage guidelines.
3. Signage is not electrified unless required by code.
4. Signage will not include advertising.
5. Standard font for all signs is Myriad Pro (bold or semi-bold).
6. On campus institutional partners shall adhere to signage standards. Any deviation from standards would require approval from PD&C. In the case of Federal government partners, signage may be produced in both official languages.
7. PD&C will work collaboratively with University Relations where the Naming Policy and signage guidelines have interdependencies.
8. Temporary signage and/or displays are the responsibility of University Communications. Temporary signage will require an end date. Temporary signage shall be removed and/or replaced if damaged before the end date. The unit initiating the temporary signage shall be responsible for costs associated with repairs, replacement and/or removal of temporary signage and/or displays as necessary.

## Signage Standards and Guidelines

Last Updated: December 2025



PD&C and Facilities will be responsible for the review and approval of the location, size, materials, and installation considerations related to temporary signage/displays. In general, no temporary signs will be adhered to buildings/doors/windows/floors/etc. PD&C will be engaged if installation of any temporary signage involves a physical connection to the building structure (e.g. anchoring banners).

## Approvals

1. Campus exterior and interior signs (permanent signage affixed to any USask building, structure or landscape feature or any free-standing signage on university lands) will be subject to review and approval by PD&C.
2. Permanent signage will meet the standards and conventions outlined to provide consistency in presentation (color, materials, and typography), continuity throughout the campuses, and ease of installation and maintenance.
3. Signage and/or plaques may be used for tributes, memorialization or recognition in certain circumstances. The review and approval of these circumstances will be led by the Office of the Vice-President University Relations, as identified in the Naming Policy as the office of responsibility for honorific considerations. Any consideration for such signage will be in accordance with the University's Signage Standards and Guidelines.

## Exterior Signage Standards

### EXTERIOR SIGNAGE

**Definition:** All outside signage including but not limited to building mounted identification, free-standing identification signs, free-standing directional signs, campus gateway signs, street signs, campus orientation signs, interpretative signs, and map kiosks.

### GATEWAY SIGNAGE

**Definition:** Signage elements that comprise a monumental scale definition of a campus boundary, generally located at a major entrance or corner of a campus property that is visually prominent to the general community.

Gateway signage is generally scaled for moving vehicular traffic, although may also contain elements that are scaled for pedestrian or bicycle speeds.

Gateway signage will comply with the following general guidelines:

- Signage will incorporate stone components to align with the characteristics of the campus buildings.
- Signage will contain the USask logo and/or name in compliance with the Vision Expression Guide.
- Signage will use color palette in compliance with the visual expression guidelines summary.

### Signage Standards and Guidelines



## BUILDING IDENTIFICATION SIGNAGE

**Definition:** Signage that is proximate to the building entrance or attached to the building at the primary front entrance. The purpose of the signage is to announce the official name of the building to assist with wayfinding. Building identification signage should be scaled for pedestrians and bicycle users. Only one building identification sign will be installed at the main entrance of the building. If specific circumstances, such as building design, suggest building identification signage at more than one location, those requests must be approved by PD&C.

### Free-standing Building Identification Details:

- All metal panels - Painted 16 GA. Steel.
- Satin coat finish on exposed sides of front and back name panels.
- Paint to match darkest green on visual expression color palette (Pantone numbers: 349C/349U); base coat/clear coat
- Address panel – vinyl applied USask logo and letter for address panel 76mm Level 2 Reflective White vinyl address letters.
- Raised lettering – custom font to match existing. Font file will be provided by PD&C.
- Posts – 64 mm Diameter Brushed ornamental stainless steel. Approximately 2/3 of building name sign length apart.



### Building mounted Building Name Identification on Panel Details:

- 1/8-inch black powder coated aluminum back panel. Signage should avoid single mounted lettering requiring multiple anchor penetrations into stone.
- Aluminum brushed letters in standard font.
- Mounting: Black counter sunk screw completed with stainless cap to match letters.
- Size: Varies. Size of the sign to be appropriate for the wall face as approved by PD&C.



### Building mounted Building Identification Details for individual mounted letters:

In addition to the Free-standing Building Identification signs (green lozenge signs), many campus buildings have individual lettering on the building to identify entrance(s).

## Signage Standards and Guidelines

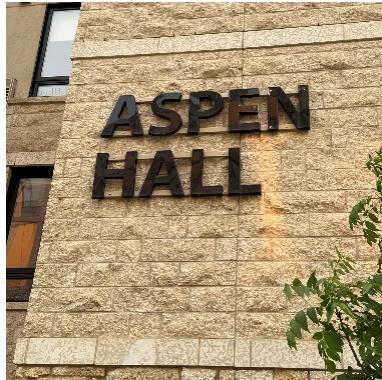


Existing building mounted identification signs will be maintained using the format of the current sign until such time as a significant change (such as change of name) or an upgrade (full replacement due to general deterioration) is required. Once a full replacement of the signage is required, the new signage style will be reviewed.

Requirements for building mounted signs.

- All capital letters (small cap lettering used if required based on name; e.g. PETER MACKINNON BUILDING.)
- Powder coated metal lettering to be used.
- Non-illuminated.
- Color of lettering to be black or white/silver as dictated by the color of the walls to ensure visibility.
- Size of the sign should be appropriate for the wall face as approved by PD&C.
- Letters to be mounted on a bar to reduce required penetrations to the building exterior. Colors of the mounting bars to be matched to the building exterior (example Aspen Hall).
- When appropriate based on exterior finish, signage can be adhered to exterior building panels (example Dental Clinic).
- Logo use as part of signage will require approval by University Communications and PD&C.
- Identification signage mounted on buildings located within the vicinity of the Bowl or along the adjoining corridor shall be prohibited.

Examples of existing signage that meet exterior signage standards.

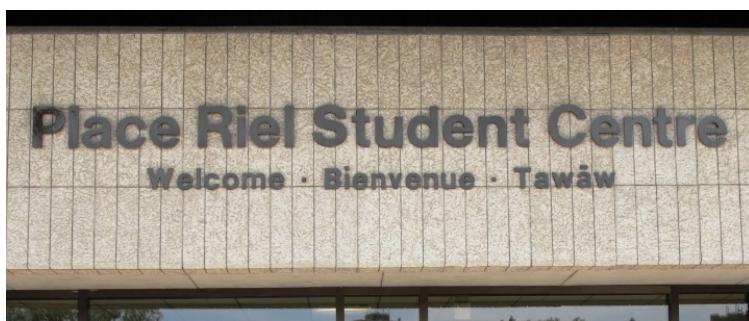


Some building signs are unique in nature (see examples shown below). These signs require approval from PD&C and University Relations on an ad hoc basis.

## Signage Standards and Guidelines



Examples of existing signage installed based on ad hoc approvals.



### **Building mounted Building Address numbers:**

- Only the building number will be mounted on the building exterior (example Collaborative Science Research Building). Mounting the building number is only required if a building does not have a Free-standing Building Identification that includes the address.
- The street name will not be mounted on the building. This avoids damage to the building's stone façade or having to change signage on buildings due to roadway name changes.
- Size of the numbers can vary depending on requirements for visibility (distance from main street, etc.)



### **BUILDING OCCUPANT SIGNAGE**

**Definition:** Signage that is proximate to the building entrance or attached to the building at the primary front entrance. The purpose of the signage is to announce the name of the building to assist with wayfinding and identification of building occupants. This signage is reserved for buildings with more public access requirements. The use of the building occupant sign requires approval from PD&C on a case-by-case basis.

Building Occupant Signage will comply with the following guidelines:

- Signs are single sided or double sided depending on application.
- All lettering will be reflective white vinyl in standard font.
- USask logo to be digitally printed and sized as per university standards: 100mm high and 457mm wide.
- Non-illuminated.
- All panels to be powder coated color code Pantone numbers: 349C/349U.
- Mount posts into concrete or mount on wall.

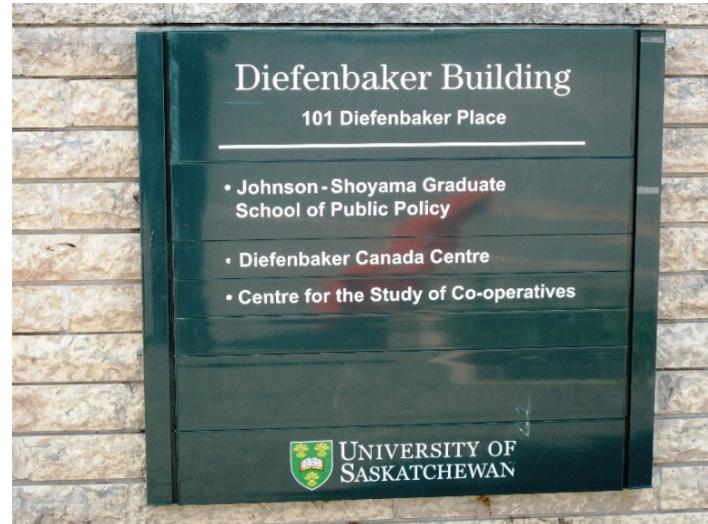
### **Signage Standards and Guidelines**



- Insert panel system, or other approved equivalent. Any proposed substitute must be approved by PD&C.

#### **Building Name and Address Panel:**

- Building name lettering to be standard font, style 50 mm high.
- Spacing between building and address to be 50 mm.
- Address name lettering to be standard font, style 27 mm high.
- The size of this panel varies depending on the information required for the particular use.
- The panel should have a bold line (13 mm high) below address.



#### **Building Occupant or Information Panels:**

- Building occupants name letter to be standard font, 27 mm high.
- Panel 76 mm minimum with 76 mm increments to suit occupant name or information.
- Provide extra 76 mm panels at bottom for future changes as per project.



### **VEHICULAR DIRECTIONAL SIGNAGE**

**Definition:** Vehicular Directional Signage is defined as signage used to direct a person in a vehicle to a parking lot or street. Vehicular Directional Signage shall be scaled for moving vehicles at the posted speed where located. Roadway signs will comply with City of Saskatoon guidelines.

#### **Notes**

- 3mm ACM with 3M High Intensity Sheeting
- 5" White Reflective lettering

### **PARKING SIGNS**

**Definition:** Parking Signage is defined as signage used to direct vehicular traffic to appropriate parking areas.

- USask follows the guidelines of the Transportation Association of Canada (TAC) Sign Pattern Manual wherever possible. If a required sign is not included in the TAC manual, Parking Services will develop sign based on identified need.
- All requests for Parking Signs should be reviewed with Parking Services.

### **Signage Standards and Guidelines**



## INFORMATIONAL SIGNS

**Definition:** Informational signs are unique signs related to specific locations and designed to provide information of interest (as opposed to directional assistance). These signs include but are not necessarily limited to plaques, historical signs, donor recognition and educational signs. As these signs are unique in nature, signs must be approved on an individual basis by PD&C and University Communications as required.

In the case of Donor recognition signage, University Communication is responsible for the content of the signs. Installation of donor signage must be reviewed with PD&C with respect to installation location, method, maintenance requirements, and replacement requirements.



## Interior Signage Standards

**Definition:** All permanent signage on the inside of USask buildings including but not limited to: faculty/department/unit identification, room number signs, room name signs, building amenities signs, directional signs, directories, interpretative signs, plaques, ceiling suspended wayfinding signs and safety signage.

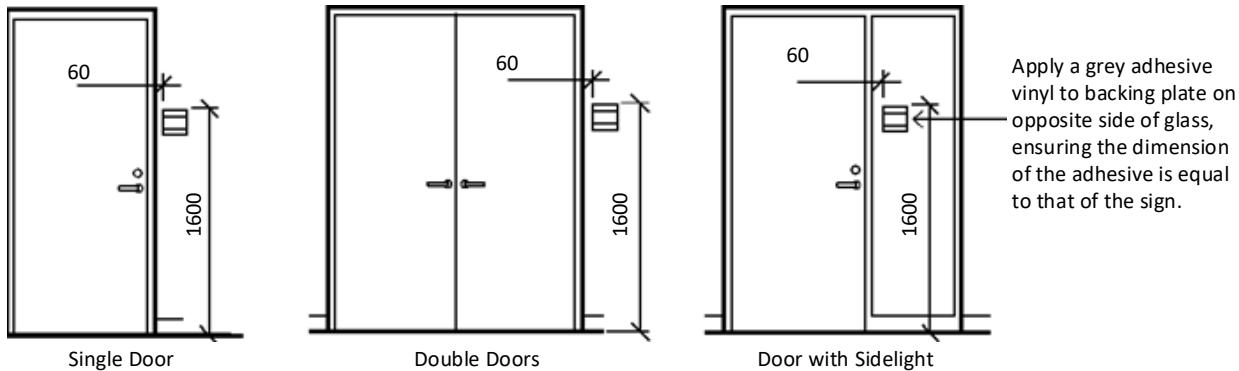
All interior signs will comply with the following guidelines (as applicable to individual signs). All new signs or signs being replaced as part of a renovation to follow these guidelines.

- All interior sign frames to be Silver anodized aluminum Modular Curved Frame Technology (MCFT) frame. Any proposed substitute must be approved by PD&C.
- Clear lens, non-glare cover.
- Black plastic end caps.
- Installation of signs on doors should be avoided to allow visibility when the doors may be open. Signage on doors will only be considered wall space available restricts signage adjacent to the door.
- Standard signage size will be Extensia WFP45 (approximate size 8" wide x 6" high); unless different size specified and approved by PD&C.
- All signs to be white backgrounds with black printed text (using standard font). Size of the font to be sized to maximize visibility while appropriately sized to suit frame width.
- Grade 2 Braille dots on face plate in black.
- All text and Braille to be centred with even spacing.
- Room number to be 24mm high, standard font on white background, tactile raised lettering on clear matte lens.
- When signage is installed on glass, grey adhesive vinyl backer plate is required on opposite side of glass.

## Signage Standards and Guidelines



- Adhere frame with appropriate 3M double sided, clear gel (4910) acrylic adhesive tape based on location (interior or exterior) and surface on which sign is being installed (glass, painted wall, etc.).
- Suction cups to be provided with signs to assist with installation of new printed inserts.
- Mounting Height for door signs:

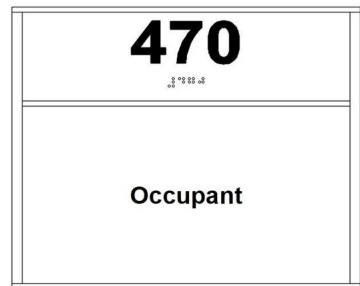


Any exceptions requested to these guidelines must be approved by PD&C.

### ROOM NUMBER SIGNS



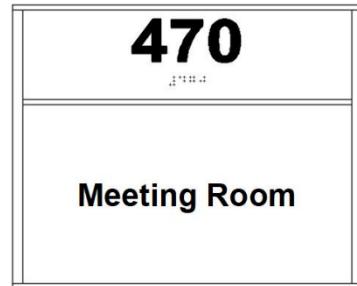
### OFFICE AND MEETING ROOM SIGNS



Standard Office Sign



Standard Office Sign with Title

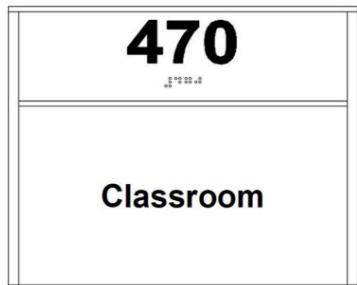


Meeting Room Sign \*  
*\* Meeting rooms are generic signs unless meeting room has specific name (such as a donor recognition).*

### Signage Standards and Guidelines



## CLASSROOM/LECTURE THEATRE SIGNS



Standard Classroom Sign



Lecture Theatre \*

\* Braille (on plastic insert to state "Lecture Theatre". Due to structure, Lecture Theatres are unlikely to change function.

## WASHROOM SIGNS

**Standard Symbols Legend:** The following symbols are utilized in campus signage (generally washroom and change room signage).

The options for signage will vary depending on the equipment/spaces available within specific spaces. Specific signs require approval from Planning, Design and Construction.



Toilet for  
non-gender  
specific  
washroom



Female space



Male space



Barrier Free  
space



Urinal in  
space



Lift installed  
in washroom  
space

## Signage Standards and Guidelines



Adult change  
table in  
washroom  
space



Baby change  
table



Infant feeding  
area



Inclusive  
Change  
space



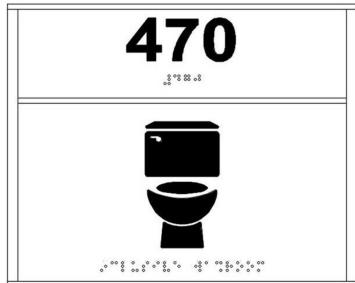
Change Room



Shower  
located in  
space

#### Sample Signage:

**Washroom:** A single or multi-user washroom that is inclusive (not gender specific).



Inclusive Washroom - Not Barrier Free



Inclusive Barrier Free Washroom



Inclusive Washroom with urinal



Inclusive Barrier Free Washroom  
with urinal

**Barrier-Free Washroom:** A single or multi-user washroom that removes all physical barriers. Gender specific. Refer to updated National Building Code and regional authority for current definition.

#### Signage Standards and Guidelines

Last Updated: December 2025



Female Washroom – Barrier Free



Male Washroom – Barrier Free

**Companion Care Washroom:** Single, barrier-free, all gender, water closet designed to accommodate any potential user's physical and/or mobility impairments, with special attention to providing services, devices and equipment which support caregivers. These washrooms are to be designed with adequate floor space to accommodate all forms of mobility devices, complete with an adult change table and/or a power-assisted patient lift.



Companion Care with Lift



Companion Care with No Lift

## WALL PROJECTING SIGNS - WASHROOM SIGNS

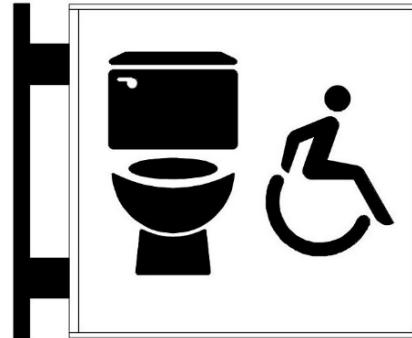
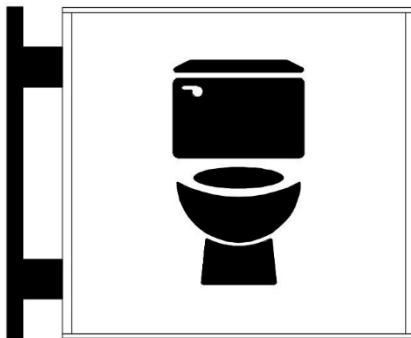
Wall Flag washroom signs (right angle to wall) can be used as part of wayfinding signage to improve visibility or when normal flow of traffic makes location of the washrooms difficult.

Standard height to underside of protruding sign (2400 mm).

Location for wayfinding signage to be appropriate to ensure non-conflict with life and safety signage. Locations should be provided/approved by PD&C Planners.

## Signage Standards and Guidelines

Last Updated: December 2025



## CHANGE ROOMS AND SHOWER ROOMS

**Change Room:** Gendered, multi-user room for the provision of robing and dis-robing.

**Inclusive Change Room:** A single-user room for the provision of robing and dis-robing available to all people (all gender identity and expression).

**Group Change Room:** A multi-user room for the provision of robing and dis-robing available to all people (all gender identity and expression). May include individual stalls or rooms.

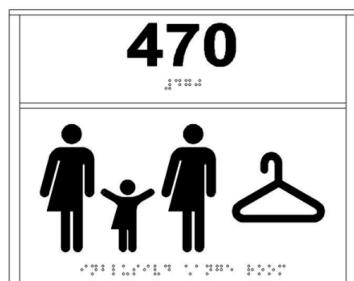
**Shower Room:** Single-user or Family-user room equipped with facilities for showering and a dry changing area.



Female Change Room



Male Change Room



Inclusive Change Room



Inclusive Change Rooms Barrier Free

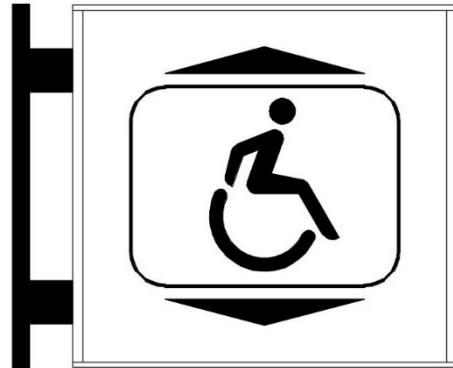
## Signage Standards and Guidelines



## ELEVATOR PROJECTING SIGNS



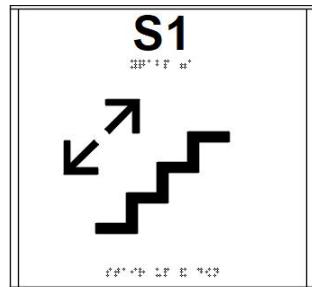
Elevator



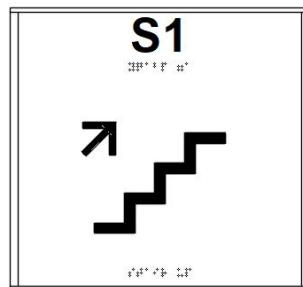
Wheelchair Lift

## STAIRWELL SIGNS

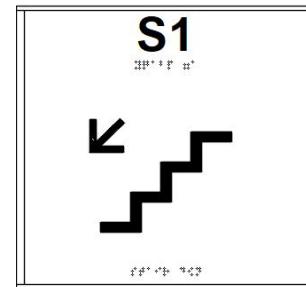
- As per the building code, “Stairwell Signs” required at each stairwell landing.
- Raised lettering and symbols.



Stair – Up and Down



Stair - Up



Stair - Down

## STAIRWELL LANDING and EXIT LEVEL SIGNS

Level Signs: In stairwell landing & Level Sign with Exit Level Identification at exit level

- Install in stairwell landing beside door
- Include “Exit Level” identification as a second row of text where located on exit level of stairwell



## Signage Standards and Guidelines



## EXTERIOR DOOR SIGNAGE (SERVICE ROOM DOORS)

Room numbers are required on the exterior doors of service room doors.

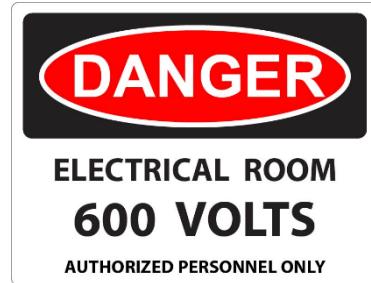
- Standard Plastic Limacoid sign
- Color: White with Black lettering at 50 mm.

470

## SAFETY SIGNS

### Electrical Room Signage

- USask requires Electrical Rooms to include a sign identifying the voltage in room (see sample).
- All signs should follow the format indicated in the sample sign.



### Fire Department Connection

- Regulatory requirement.



## Signage Standards and Guidelines

Last Updated: December 2025



## WAYFINDING/DIRECTIONAL SIGNS

- Frame size for signage to be specified by PD&C.
- Sign “insert” cover is referred to as a clear lens and is available in two types:
  1. Glossy, or non-glare on both sides, for indoor use.
  2. Glossy on one side and non-glare on the other side, for indoor and outdoor use.
- Sign insert is most commonly paper (although other materials can be used in some circumstances). Deviations from paper inserts would require approval from PD&C.
- Mounting options should be reviewed in consultation with the supplier but should ensure no conflict with other signage and should consider reflections caused by surrounding lights.



## VINYL SIGNAGE

Vinyl installations can be divided into two general categories: Vinyl Signage and Vinyl Interior Design (displays and aesthetics).

- Vinyl signage can be used for building or unit identification or wayfinding. If vinyl is installed as Signage, the guidelines of these Signage Standards (including standard font) would apply and review with PD&C would be required.
- Symbols and/or logos (primary and secondary) used in vinyl window coverings require same approval from University Communications and PD&C as signage.
- All vinyl installations must comply with University Communications guidelines related to branding.
- Installation of vinyl must be reviewed with PD&C with respect to installation location, method, maintenance requirements, and replacement requirements.
- If vinyl creates window coverage as part of the signage, the level of opaqueness to the vinyl should allow for some visibility for security reasons when appropriate.

## Signage Standards and Guidelines



## Building/Unit Identification Sign and Wayfinding



- If vinyl is installed as part of the **interior design components of a building**, the installations would be considered a design component and require consultation and approval through PD&C Planners.
- The College or Unit requesting installation of the vinyl displays is responsible for replacement of damaged installations.

## Interior Design Vinyl Installations



## BUILDING DIRECTORY SIGNS

## YOU ARE HERE SIGNS

You are Here maps are located at the key entrances/access points to buildings and designed to assist pedestrian traffic in orientating to the building and locating destinations. In some locations, the You are Here maps may be replaced with electronic versions of the information.

## Signage Standards and Guidelines

Last Updated: December 2025



- Locations for You are Here maps will be identified in any renovation or new project. Required space for You are Here maps will be provided in consultation with PD&C.
- Creation and installation of You are Here maps will be managed by PD&C.

## DEPARTMENTAL and COLLEGE DIRECTORIES

Departmental and College Directories are located at the key entrances/access points to buildings and designed to assist pedestrian traffic in locating destinations.

- Locations for Directories will be identified in any renovation or new project. Required space for Directories will be provided in consultation with PD&C.
- Creation and installation of Directories will be managed by PD&C.
- Based on information confirmed by the College or Unit, updates to Directories will be managed by PD&C.

## PLAQUES and MONUMENTS

**Definition:** Exterior plaques and monuments are used on a limited basis to acknowledge only the most significant events and achievements such as recognition for Nobel Prize laureates, Prime Ministers, or any of the following:

- Recognition of distinguished members of the University community who have made outstanding contributions of the highest order.
- Recognition of major benefactors of the university, including foundations and corporations.
- Recognition of a historically significant event of importance to the University community.
- Recognition of historical building designation status.

Exterior recognition will not extend to naming of benches, trees, or other features of the campus landscape.

**Installations:** Installation of exterior plaques or monuments require approval from the Governance Office and University Relations in accordance with the President's Advisory Committee on Naming University Assets where the Naming Policy and Exterior Communications Policy. University Communications will review and approve all messages and designs.

Approval of the location, size, materials, and installation considerations related to plaques and monuments is required from PD&C in consultation with Facilities. Principles considered will include:

- Appropriate location of the plaque or monument.
- No interference with pedestrian traffic flow through the campus or access to buildings.
- No interference with routine maintenance (grounds work or snow clearing).

## Signage Standards and Guidelines



## DISPLAYS

**Definition:** Any information or decorative displays adhered to the physical structure of the building or permanently located on the public floor space. Displays could include vinyl appliques, posters and/or non-standard signage.

Approval of the location, size, materials, and installation considerations related to displays is required from PD&C in consultation with Facilities. The principles considered will include:

- Appropriate location of the display.
- Appropriate installation of the display in manner that is not detrimental to the building or in contravention of code requirements (such as egress clearances, etc.).
- No interference with pedestrian traffic flow through or to the building.
- No interference with routine maintenance (custodial, grounds work, or snow clearing).

## ART INSTALLATIONS

- USask Art Galleries & Collection manages the university art collection and the Artwork Placement program. Any placement of art within buildings, whether obtained through USask Art Galleries & Collection or elsewhere, is to follow USask Art Galleries & Collection guidelines and policies.
- Placement of artwork/posters in private offices and college reception offices is not regulated by PD&C as long as the artwork is installed safely without damaging walls or other structural elements of the building.
- To avoid injury to people and/or utility service interruptions in the facility, all art pieces should be securely installed and ensured that wiring or pipes behind walls/columns are not cut or damaged.
- Any costs to repair damage resulting from the installation of artwork or other items in offices are the sole responsibility of the respective college/unit and will be charged at such times as problems arise or offices change occupants.

## MONITORS

Installations of information monitors in public spaces require approval from PD&C, ICT and agreement that the respective college/unit are solely responsible for the maintenance, repairs and upgrades/replacement of equipment.

Allocated versus Public Spaces:

- Installation of monitors in space that has been **allocated to a College or Unit** is at their discretion. For example, if installation is in an office/ meeting space/ reception within their space the College or Unit can make the decision.
- Installation of monitors in **Public space** – corridors, atria, etc. would require approval through a Development Permit. Factors considered will include saturation, safety, traffic flow and space.

## Signage Standards and Guidelines



- PD&C will provide approval for the location of installation of information monitors.
- ICT will be responsible for the technical requirements for the installation of monitors.
- The College or Unit requesting installation of the monitor is responsible for content for display and replacement of damaged equipment.
- The College or Unit managing the monitor is responsible for removal of equipment if monitor is decommissioned.

## FLAGS

The USask Flag Policy is managed through the Governance Office. The Canadian flag displayed on the top of the Thorvaldson Building is the official flag of the university.

- Requests for any additional flags to be flown on campus must be submitted to the Governance office for review.
  - PD&C must approve installation of any flag poles (location, installation method, maintenance requirements, and replacement requirements) on campus.
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TEMPLATE REVISION HISTORY		
Revision	Date	Description of Changes
0.0	December 2025	Initial Signage Guidelines and Standards document posted.

## Signage Standards and Guidelines

Last Updated: December 2025