KENNESAW STATE
VERSITY

D1

D2

D3

D3 D1 D2 D3 D1 D2

# Signage Standards

## Typefaces

The standard typeface for KSU's brand and sign program is Montserrat. The Gill Sans typeface is used on existing signage for the Marietta campus. Typography for individual sign types is noted on the sign type drawings.

Building numbers on both campuses are to be in Gill Sans Bold Condensed.

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‘’“”•—˜™š

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Œ† • • ›œ›  €

Gill Sans Bold Condensed
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz  1234567890

# Sign Post Cap & Extrusions

## Sign Post Extrusion and Cap
## SIGN TYPES: E, F, G, H, J

- Post Extrusion
  Series 3, Part No. 1250
  Triangular Post with
  Radius Edges
- Post Cap
  Series 3, Part No. 5401
  3 1/4” Triangular Cap
  3/8” Tab

## Sign Panel Extrusion

- Panel Extrusion
  Series 3, Part No. 1270
  3 1/4” Bleed Body for Fixed Faces

## Reveal Extrusion

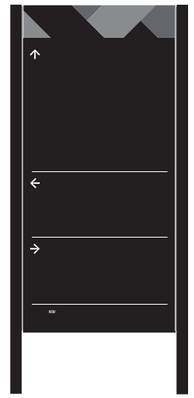
- Reveal Extrusion
  Series 3, Part No. 1200

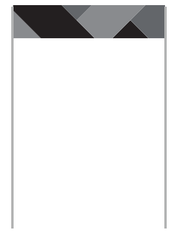
- Post Extrusion
  Series 3, Part No. 1250
  Triangular Post with
  Radius Edges
- Post Cap
  Series 3, Part No. 5401
  3 1/4” Triangular Cap
  3/8” Tab
- Panel Extrusion
  Series 3, Part No. 1270
  3 1/4” Bleed Body for Fixed Faces
- Reveal Extrusion
  Series 3, Part No. 1200

# Campus  Way nding / Exterior Signage

# Sign Family

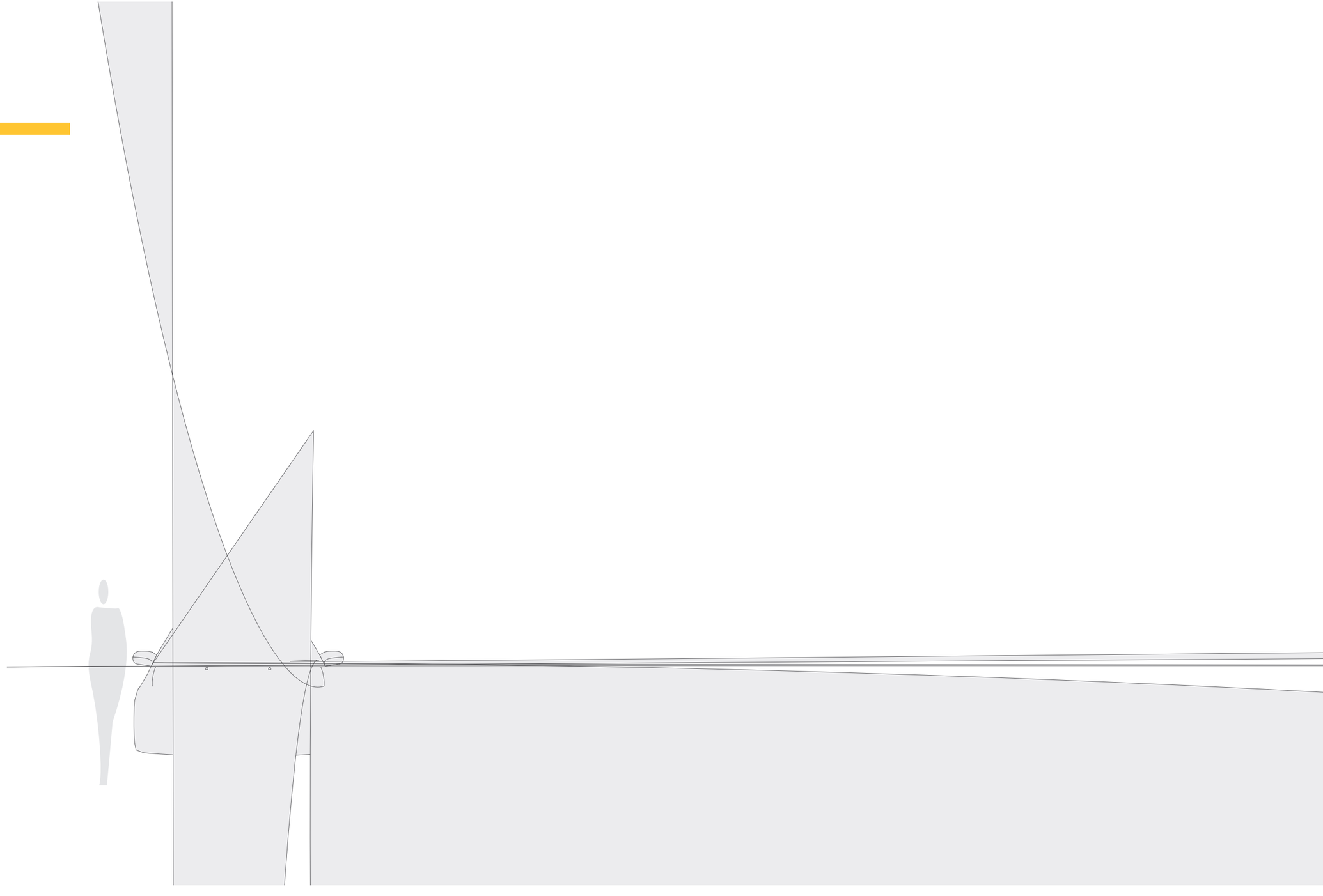
## Kennesaw Campus





# Sign Family

## Marietta Campus



# Sign Type VD1

Vehicular Directional - Large

# Sign Type VD2

Vehicular Directional - Small

# Sign Type PD1

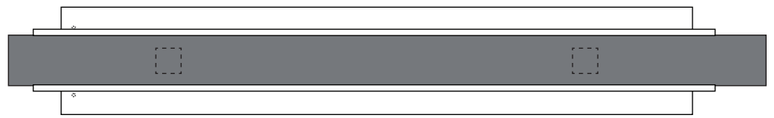
Pedestrian Directional - Large

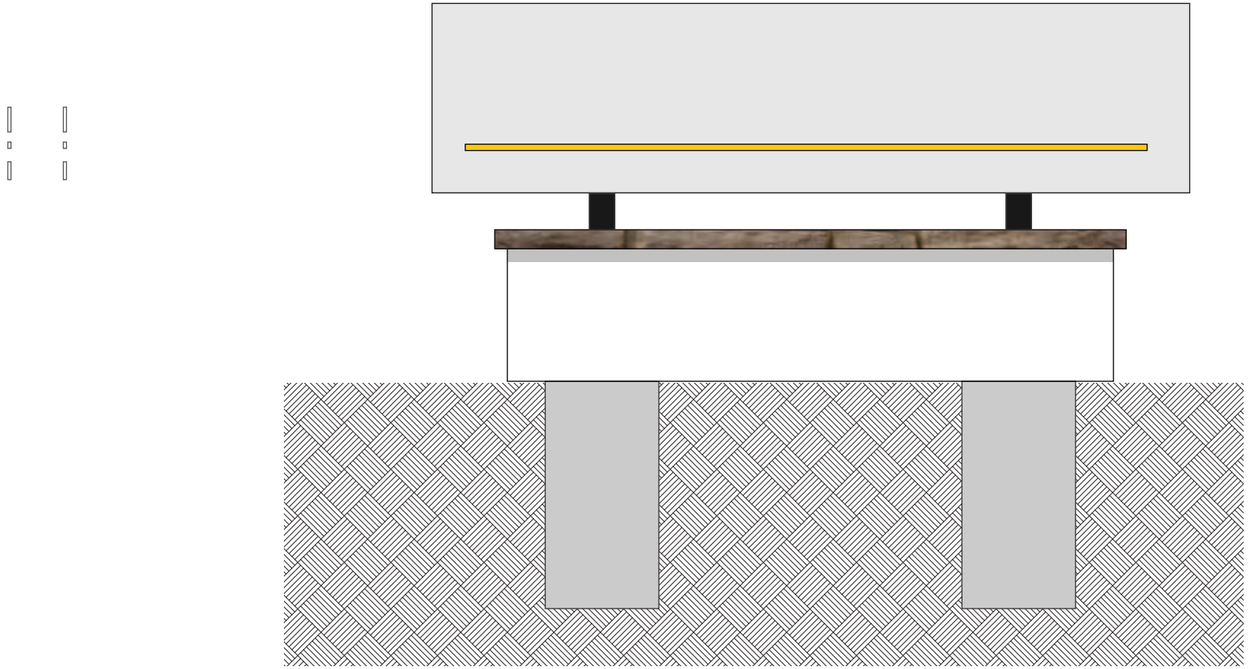
# Sign Type CD

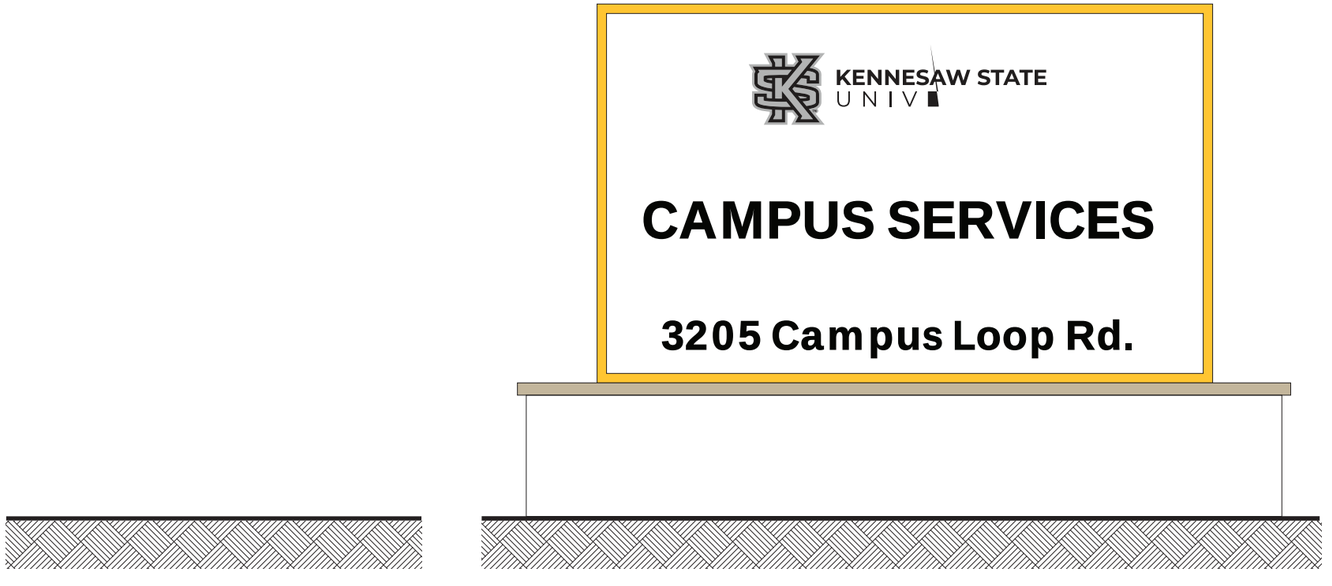
Campus Directory - Kennesaw

# Sign Type CDM

## Campus Directory - Marietta






KENNESAW STATE
UNIV
CAMPUS SERVICES
3205 Campus Loop Rd.

# Sign Type X

## Chastain Pointe ID Panel

# Interior Signage

# Sign Type A1

## Room Sign

Used for new construction and renovation projects. (KSU to provide guidance on when to use this sign versus ST-A2)

# Sign Type A1G

Room Sign - Glass Mounted

# Sign Type A2

## Room Sign - Alternate

Used exclusively at the Siegel Student Recreation and Activities Center, English Building, and Operations Of ces. (KSU to provide guidance on when to use this sign versus ST-A1)

# Sign Type B1

Room Sign with Insert

# Sign Type B1G

Room Sign with Insert -
Glass Mounted

# Sign Type B2

## Room Sign with Insert - Alternate

Used exclusively at the Siegel Student Recreation and Activities Center, English Building, and Operations Of ces. (KSU to provide guidance on when to use this sign versus ST-A1)

# Sign Type C1

Room Sign with Pictogram

# Sign Type C2

## Room Sign with Pictogram - Alternate

Used exclusively at the Siegel Student Recreation and Activities Center, English Building, and Operations Of ces. (KSU to provide guidance on when to use this sign versus ST-A1)

# Sign Type D

Stair ID

# Sign Type E1

Back-of-house Room ID
Interior

# Sign Type E2

Back-of-house Room ID
Exterior

# Sign Type F

## Area of Refuge Plaque

# Sign Type G

## Evacuation Map

# Sign Type J1

Directional

# Sign Type J2

## Directional - Alternate

Used exclusively at the Siegel Student Recreation and Activities Center, English Building, and Operations Of ces. (KSU to provide guidance on when to use this sign versus ST-A1)

# Sign Type J3

## Wall Directory

# Sign Type L1

Blade

# Sign Type L3

## Blade - Pictogram

# Sign Type S1

Suspended ID

# Sign Type S2

## Suspended ID - Alternate

Used exclusively at the Siegel Student Recreation and Activities Center, English Building, and Operations Of ces. (KSU to provide guidance on when to use this sign versus ST-A1)

# Sign Type S3

Suspended ID with Insert

# Sign Type V

## Department ID - Vinyl on Glass

# Sign Type V2

## Privacy Vinyl

# Sign Type W

Department ID - Panel

# Sign Type Y

## Sign Holder