

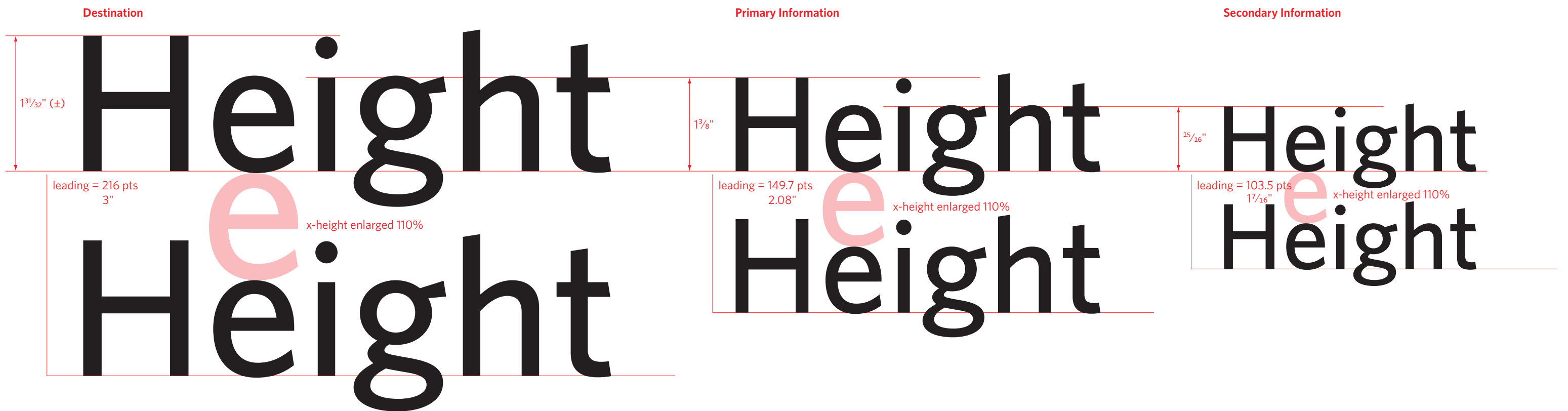
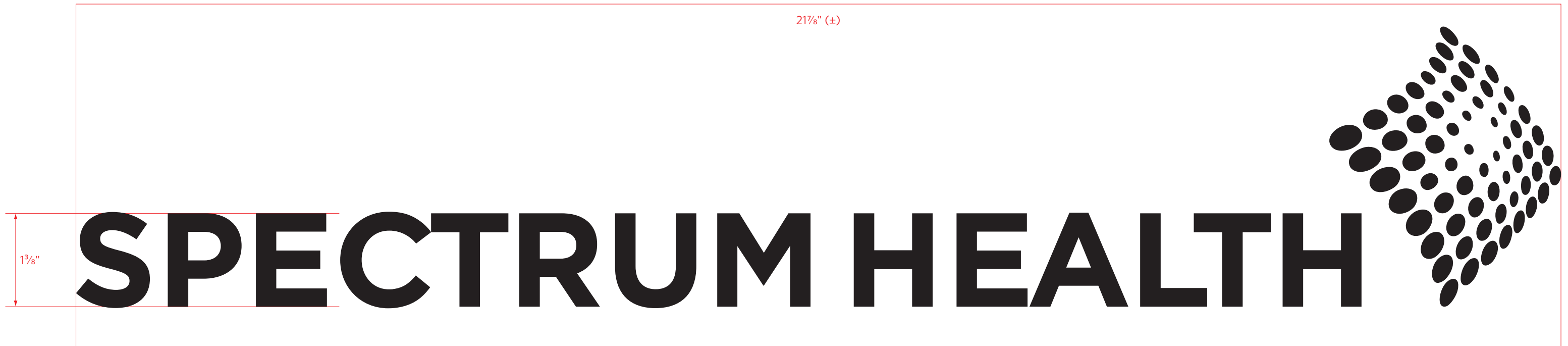
# Spectrum Health Signage Standards

## **Door and Window Signage**

Destination and Information Standards

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Sizing schematic shown at 70% of actual size



# Spectrum Health Signage Standards | Destination

Spectrum Health logotype = 21<sup>7</sup>/<sub>8</sub>" wide (±)

"M" = 1<sup>3</sup>/<sub>8</sub>" high

Symbol = 4<sup>1</sup>/<sub>8</sub>" high (±)

Destination text

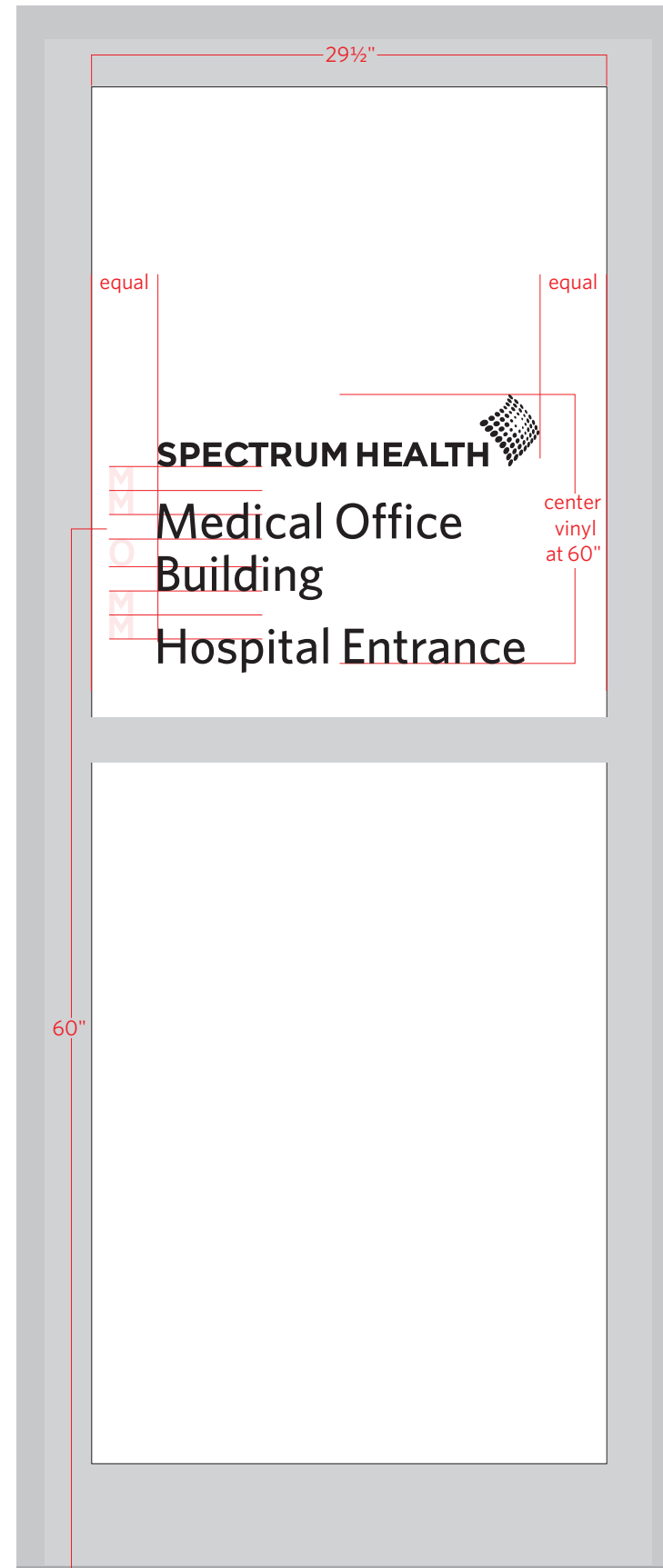
"B"(uilding) = 1<sup>31</sup>/<sub>32</sub>" high (±)

"i" vertical stroke = 1<sup>3</sup>/<sub>8</sub>" high

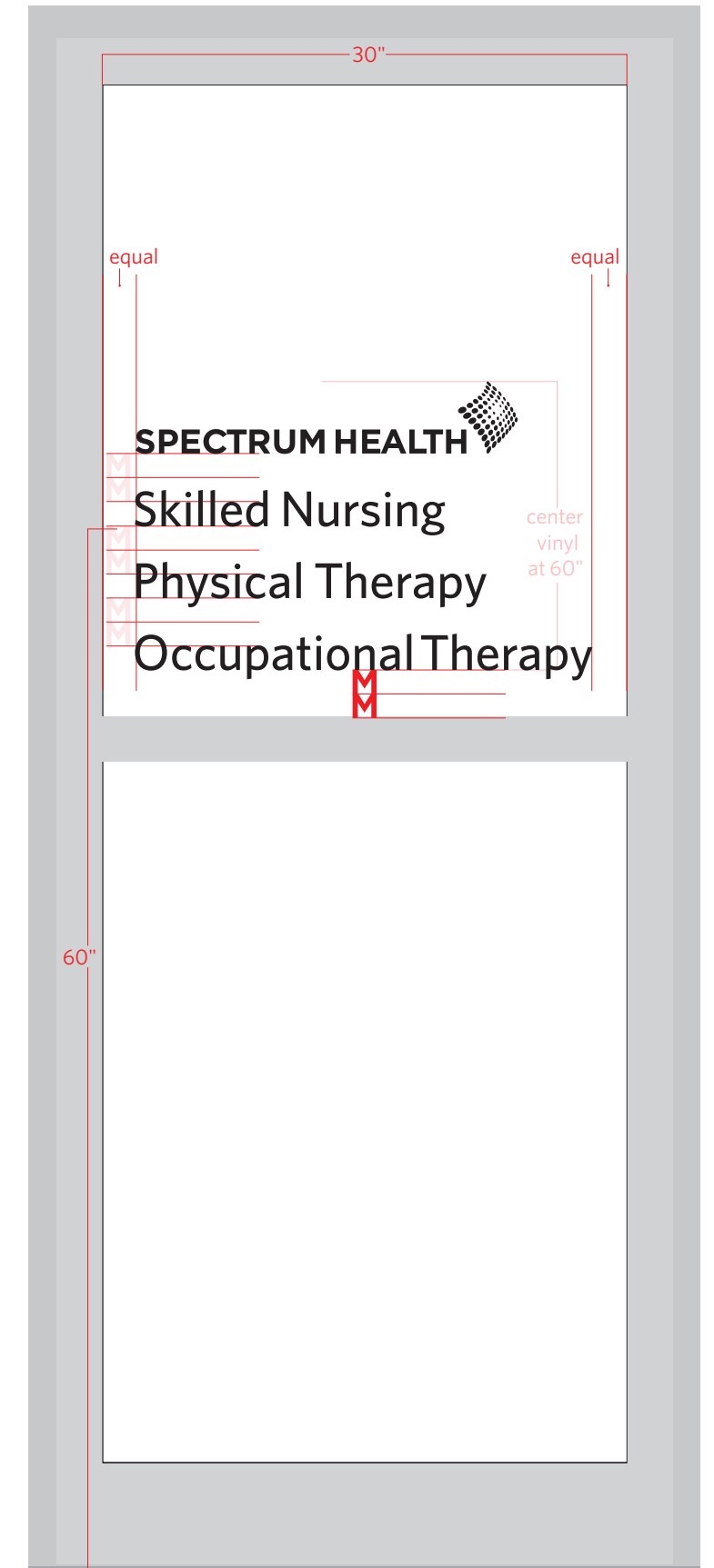
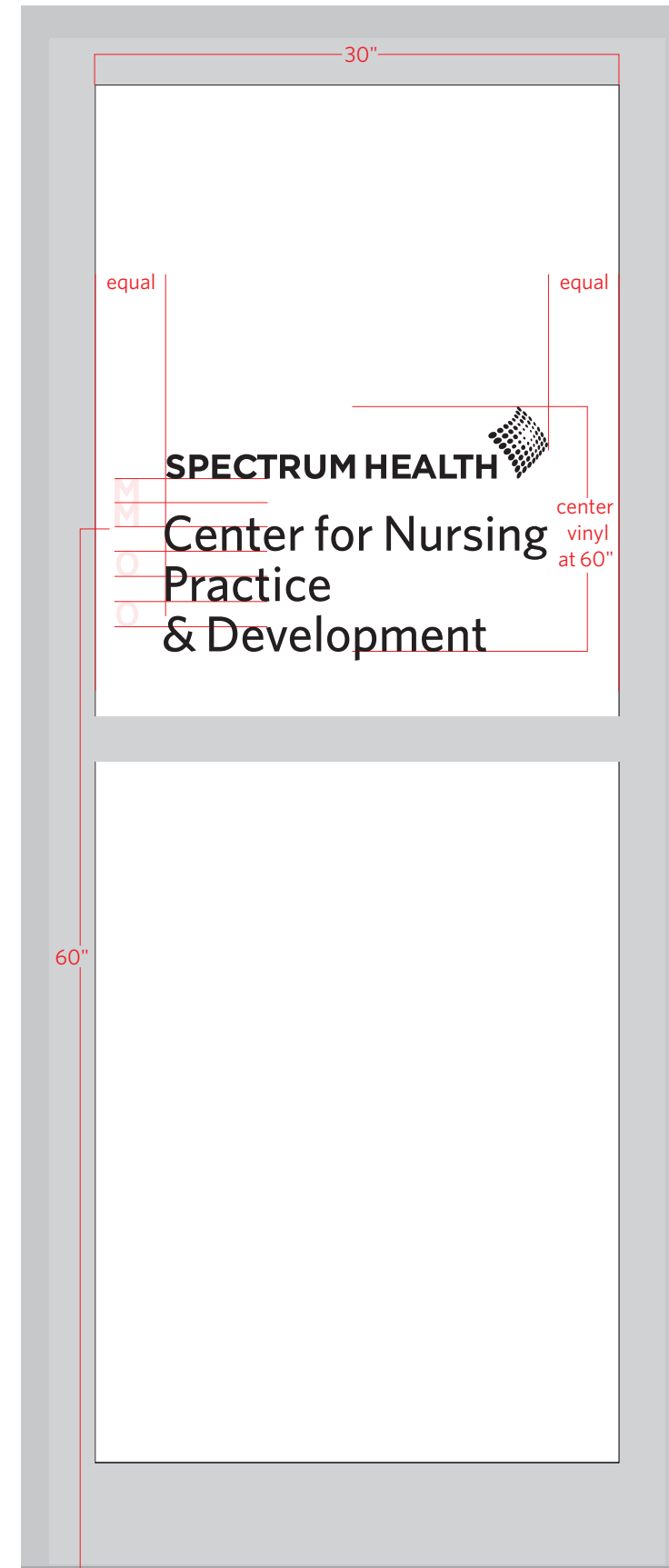
**Note:**

Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.

Example from Reed City Professional Building



Examples from 221 North Michigan Office Building



# Spectrum Health Signage Standards | Destination with Secondary Information

Spectrum Health logotype = 21<sup>7</sup>/<sub>8</sub>" wide (±)

"M" = 1<sup>3</sup>/<sub>8</sub>" high

Symbol = 4<sup>1</sup>/<sub>8</sub>" high (±)

Destination text

"H"(uman) = 1<sup>31</sup>/<sub>32</sub>" high (±)

"r" vertical stroke = 1<sup>3</sup>/<sub>8</sub>" high

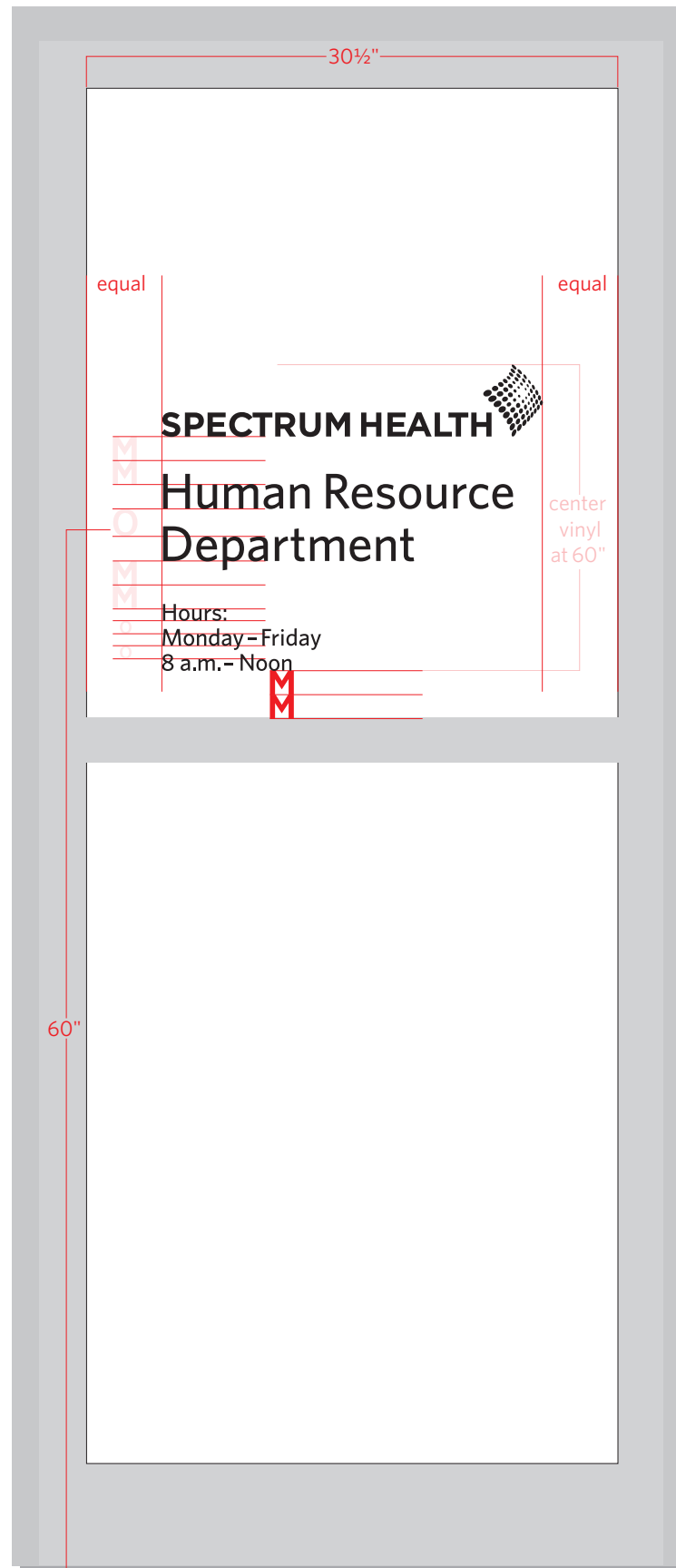
Information text

"H"(ours) = <sup>15</sup>/<sub>16</sub>" high (±) high

12 p.m. is spelled out as "Noon"

## Note:

Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.



# Spectrum Health Signage Standards | Site-Specific Destination with Secondary Information

Spectrum Health logotype = 21¼" wide (±)

"M" = 1.33" high

Symbol = 4" high (±)

Destination text

"C"(onvenient) = 2.04" high (±)

"i" vertical stroke = 1<sup>5</sup>/<sub>16</sub>" high

Information text

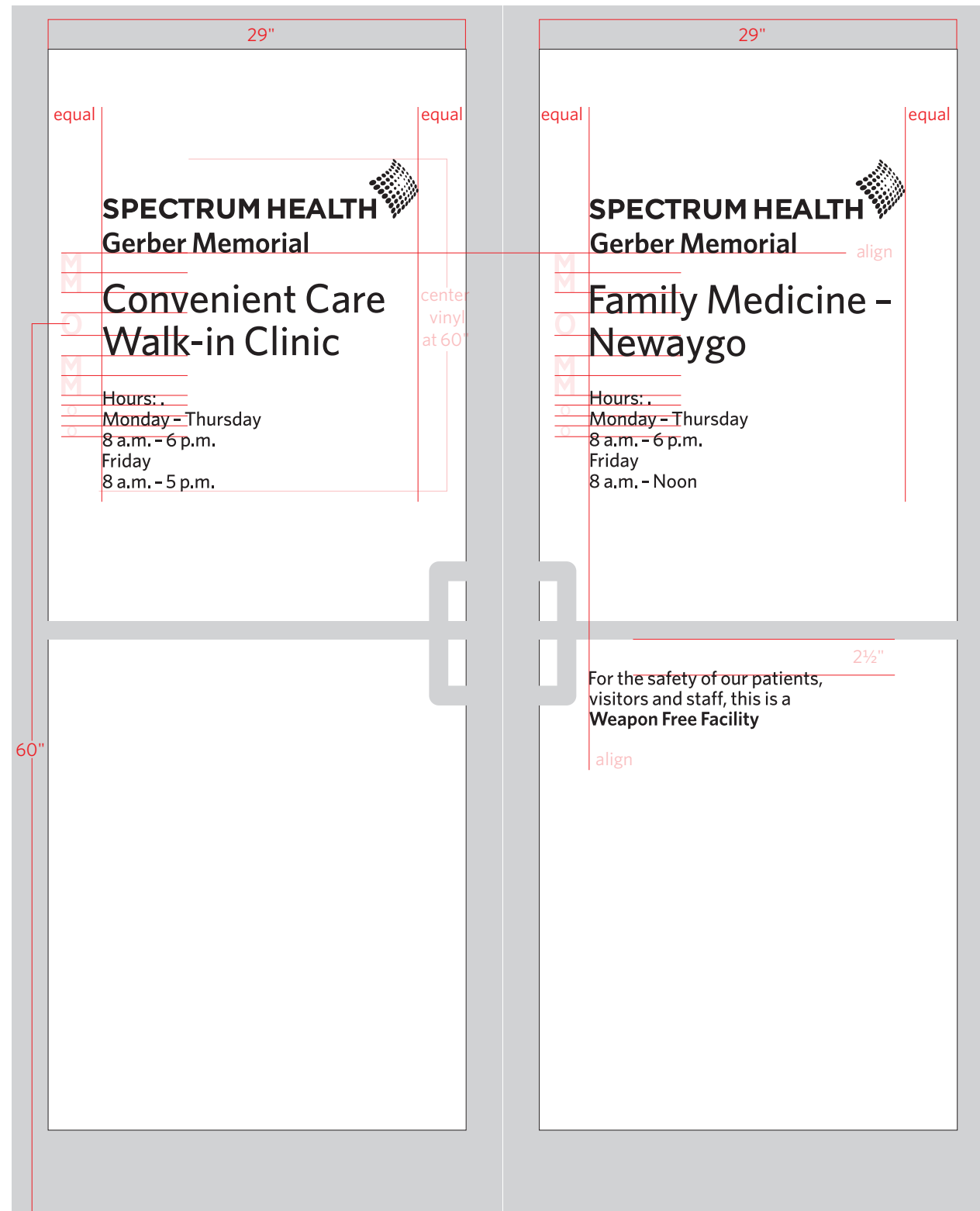
"H"(ours) = 1<sup>5</sup>/<sub>16</sub>" high (±) high;

12 p.m. is spelled out as "Noon"

"Weapon Free Facility" = Whitney Semibold  
(all other text remains in Whitney Medium)

**Note:**

"For the safety of our patients" text is placed 2½" below the interruption.



# Spectrum Health Signage Standards | Destination with Primary and Secondary Information

Spectrum Health logotype =  $21\frac{7}{8}$ " wide ( $\pm$ )

"M" =  $1\frac{3}{8}$ " high

Symbol =  $4\frac{1}{8}$ " high ( $\pm$ )

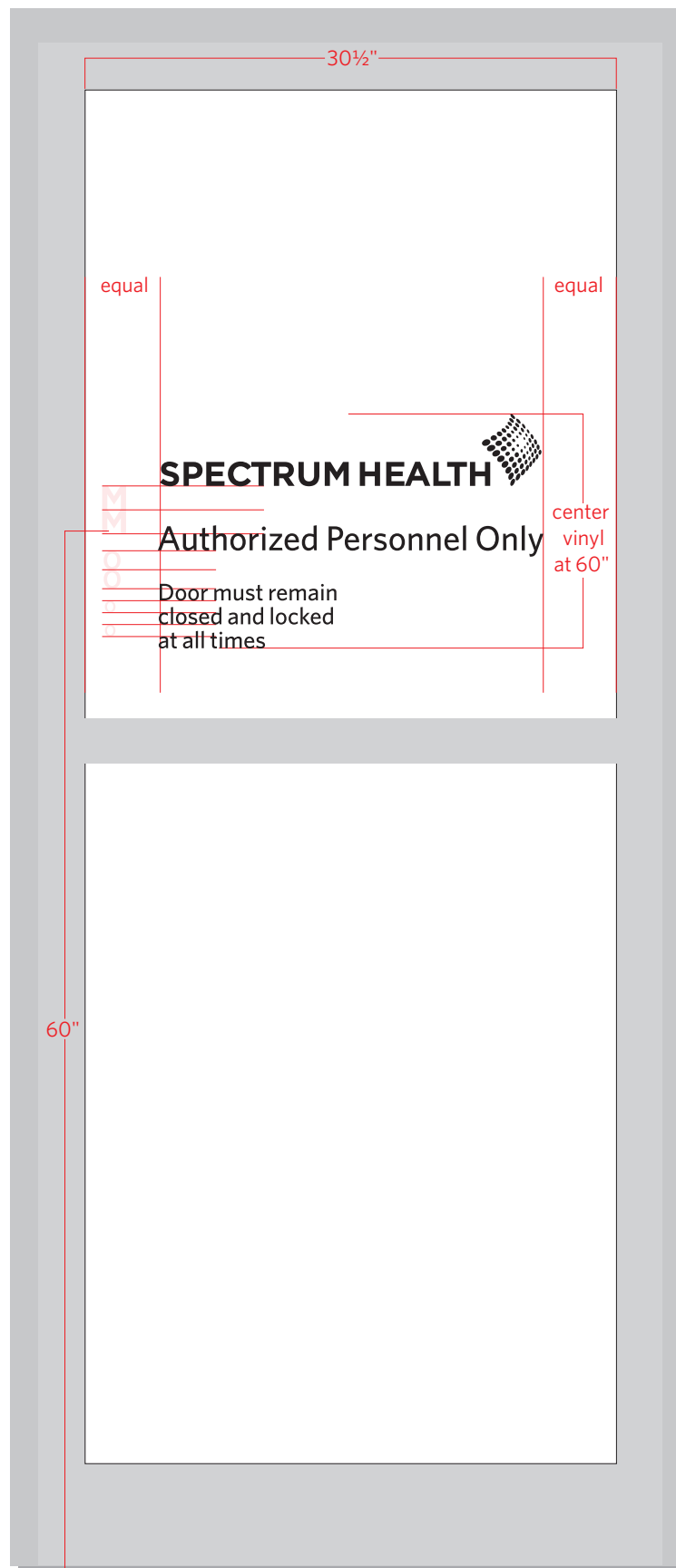
Information text

"P"(ersonnel) =  $1\frac{3}{8}$ " high

"D"(oor) =  $1\frac{5}{16}$ " high ( $\pm$ )

**Note:**

Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.



# Spectrum Health Signage Standards | Destination with Secondary Information

Spectrum Health logotype = 21<sup>7</sup>/<sub>8</sub>" wide (±)

"M" = 1<sup>3</sup>/<sub>8</sub>" high

Symbol = 4<sup>1</sup>/<sub>8</sub>" high (±)

Information text

"H"(ours) = 1<sup>5</sup>/<sub>16</sub>" high (±)

Disabled symbol = 5" high

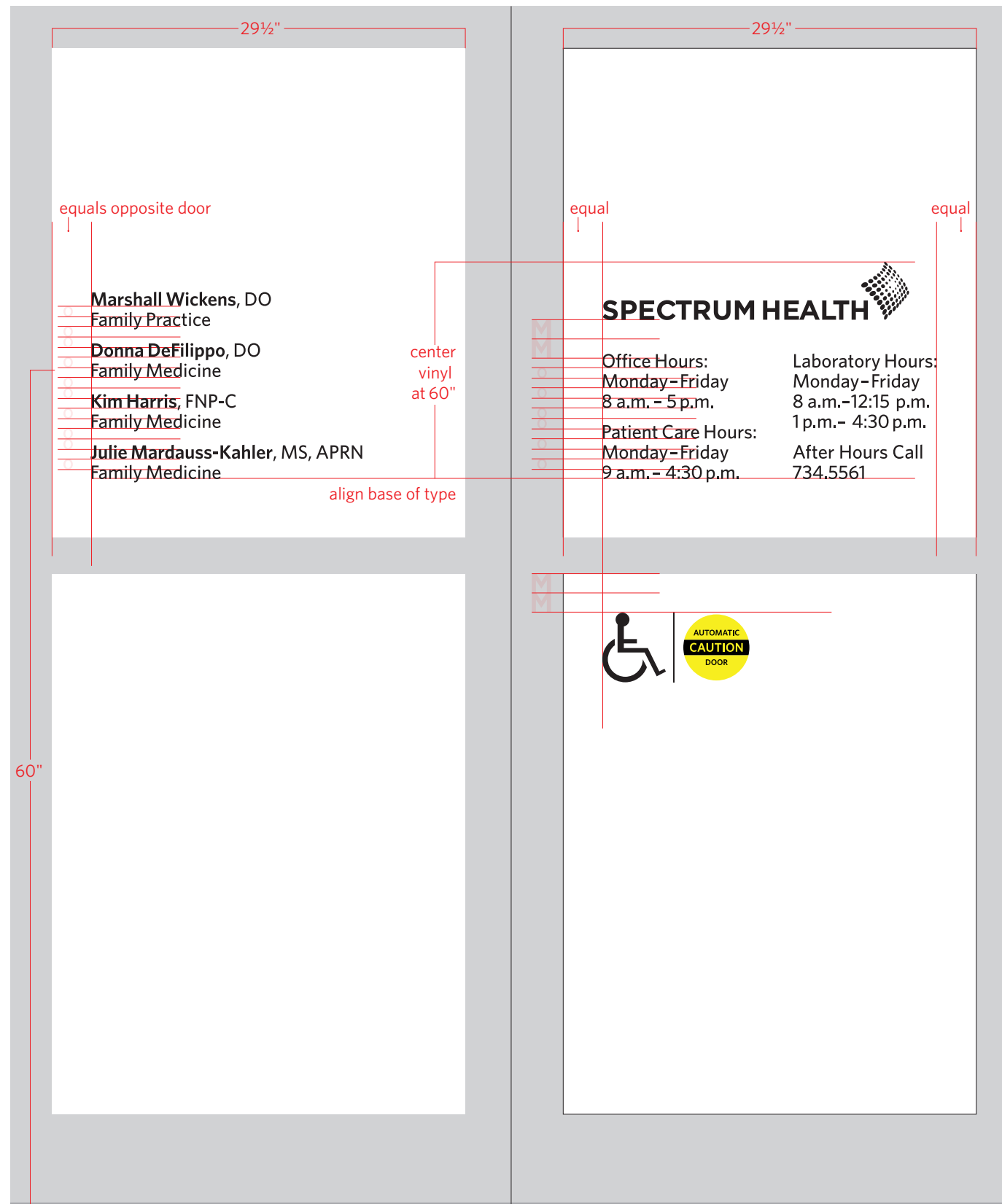
Automatic Door = 4<sup>1</sup>/<sub>2</sub>"

Doctors' names = Whitney Semibold

(comma and credentials remain in Whitney Medium)

**Note:**

Door vinyls are positioned 60" from floor to center of vinyl except if there is an interruption to the glass panel such as a crash bar, frame cross member, etc. In those cases, the vinyl is positioned 2 "M" spaces above the interruption.



# Spectrum Health Signage Standards | Sizing Exceptions

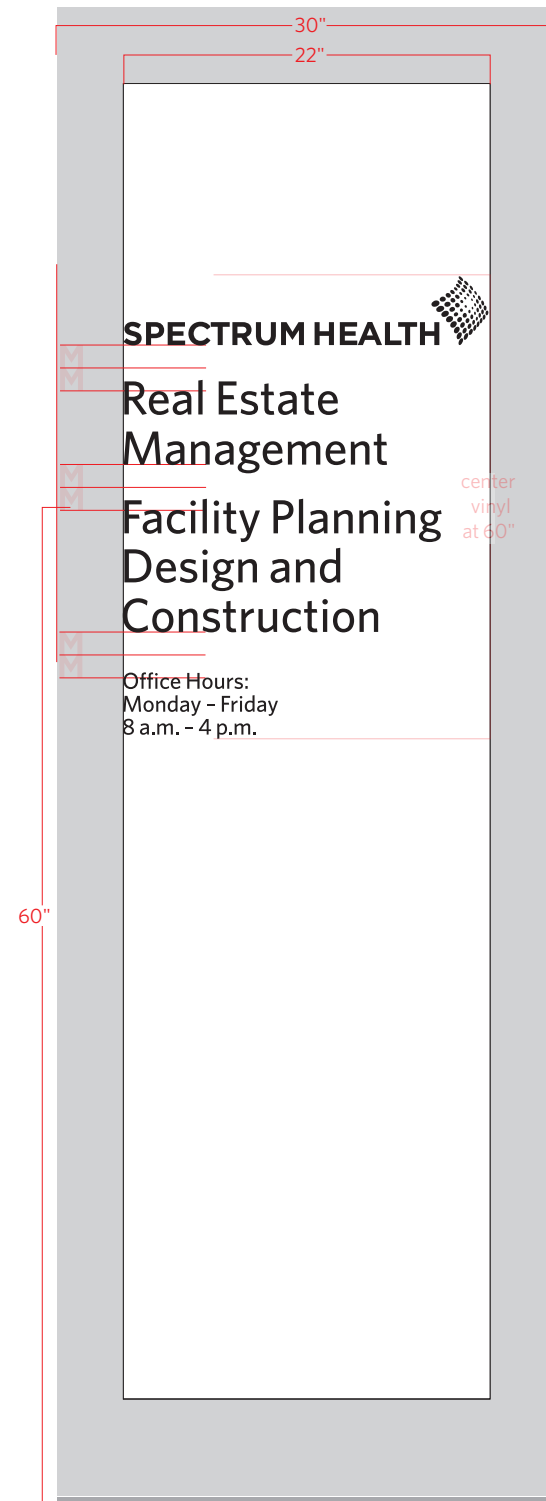
A minimum margin of 2½" must be maintained at both sides of the decal.

When a glass panel is too narrow to allow these margins, the logotype and text should be re-sized and centered on the glass panel to allow the minimum of 2½" on either side.

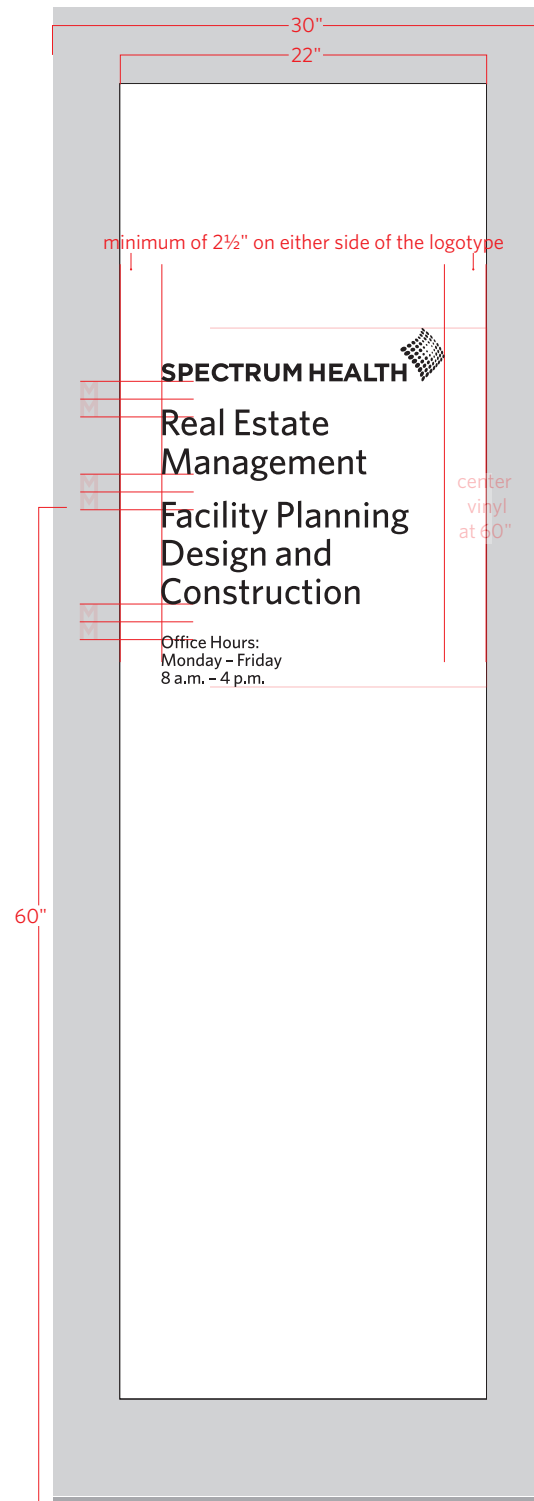
**Note:**

"For the safety of our patients" is in four lines rather than three (see page 5) to accommodate the narrow sidelight. Although the logotype and copy on the 25½" door glass has been reduced to fit within the 2½" margin on each side, the copy "For the safety of our patients" remains in the standard size (approximately 15/16" capital "F").

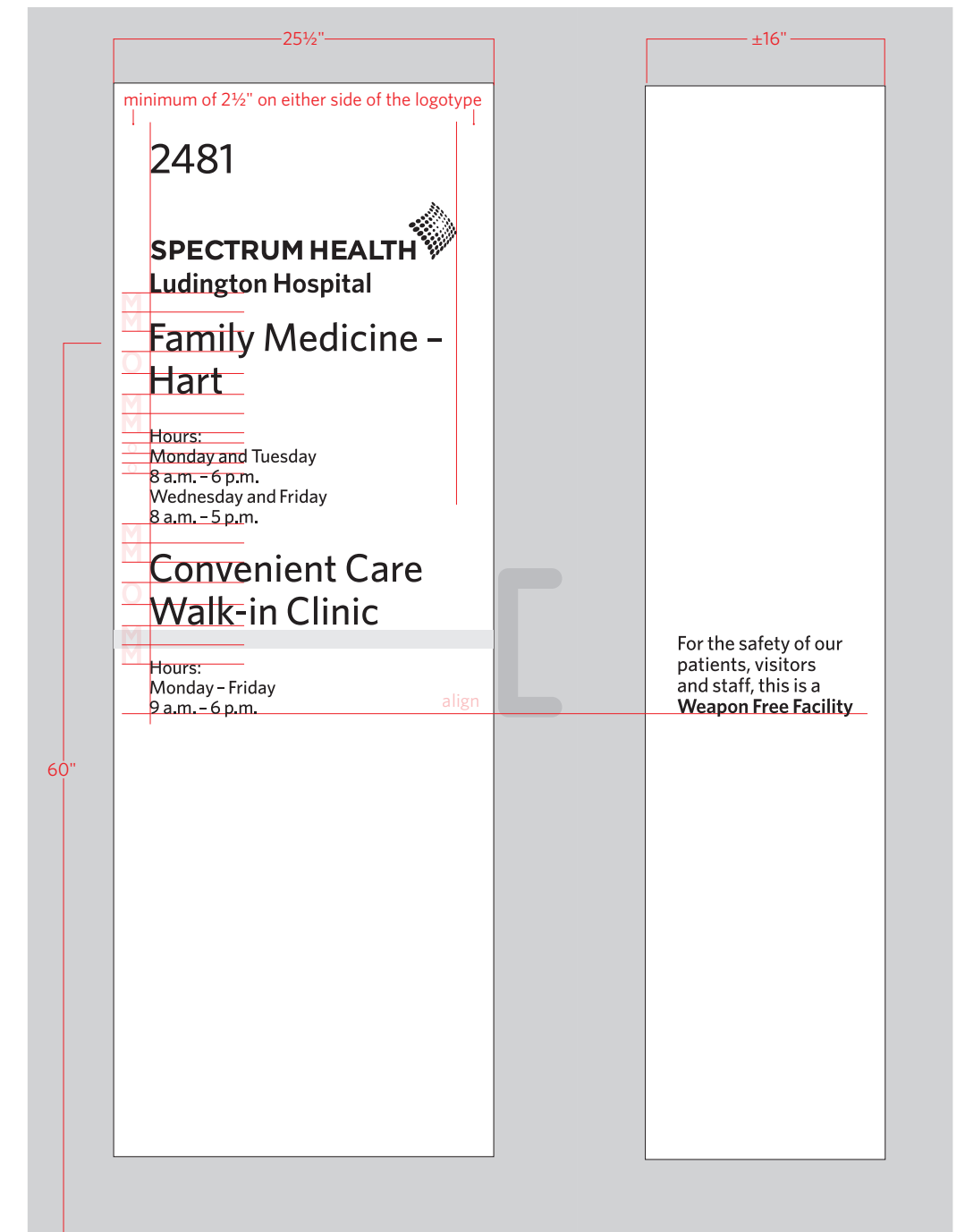
Incorrect application



Correct application



Correct application





## Sign Specifications

Materials:  
Die-cut vinyl

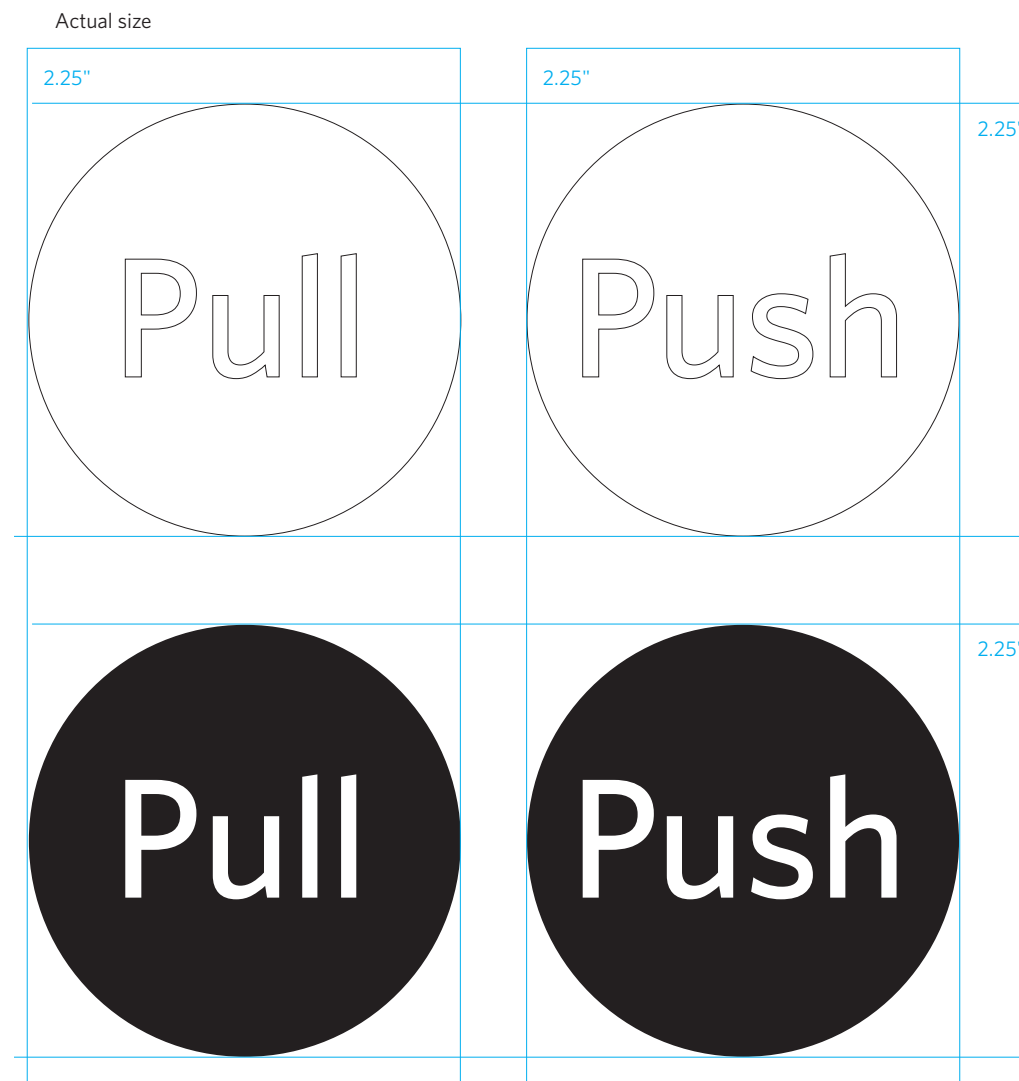
Colors:  
Black: Gerber Foil Black FCS-12 with Matte White Scotchcal 7725-20 letters

White: Matte White Scotchcal 7725-20 with letters weeded out (clear)

## Typographic Specifications

64 pt Whitney Medium with -10 tracking  
(approximately 0.613" "P" cap height)

**Placement varies depending on door and handle type.**  
An example is shown at right.



Placement example

